



Ministry of Environment, Climate Change and Technology

Republic of Maldives

TERMS OF REFERENCE

CONSULTANCY TO DEVELOP AND IMPLEMENT INFORMATION, EDUCATION & COMMUNICATION (IEC) CAMPAIGN FOR RENEWABLE ENERGY PROJECTS IN THE MALDIVES

1. BACKGROUND

Maldives is an island archipelago comprising of 1,192 coral islands grouped into 26 atolls, spread across roughly 115,300 square kilometres of Indian Ocean. The dispersed nature of the islands and high reliance on imported diesel for electricity production has posed challenges in delivering secure electricity service at an affordable rate to the citizens. Increasing amount of Government's spending on subsidies to the electricity sector has caused an extra strain to the government's budget.

Large scale adaptation of renewable energy technologies such as solar PV is an effective approach to address the challenges associated with conventional power generation methods. Supportive policies and programs have been made to effect to achieve the ambitious RE goals of the country. The National Strategic Action Plan (2019-2023) (SAP) set targets to increase the share of renewable energy by 20% compared to 2018 levels. Furthermore, enhancing national energy security through diversification of sources of energy production and expansion of energy are underlying policies of the SAP.

The World Bank Group (WBG) has been supporting Maldives in decarbonizing its power sector since 2014, particularly, in building a conducive environment for private sector investments in Renewable Energy through technical assistance and financial leverages delivered under the World Bank's initial project, Accelerating Sustainable Private Investment in Renewable Energy (ASPIRE). Through two separate subprojects, private sector financing for a cumulative 6.5 MW solar PV has been mobilized to the Maldives. The risk mitigation measures have set a trajectory for renewable IPP's in Maldives and substantial reduction in PPA tariffs has been achieved relative to the first project under the model.

The Maldives solar PV targets are ambitious and thus have risk factors that need further interventions for establishing a free market. Hence, the World Bank intends to continue supporting Maldives in

achieving its RE targets and is in the final stages of formulating a new project for the purpose. The Accelerating Renewable Energy Integration and Sustainable Energy (ARISE) project will broaden the coverage of the Greater Male' to other outer islands and will bring in close to 36 MW of solar PV supplemented with sufficient capacity of Battery Energy Storage Systems (BESS) and upgrades to the electricity infrastructure, enabling higher penetration of solar PV and ensuring reliable supply of power.

2. THE OBJECTIVE OF THE ASSIGNMENT

The ASPIRE Project is seeking a professional Creative Agency firm with expertise in both written and visual content creation to effectively promote renewable energy initiatives throughout the Maldives. The primary objective of this project is to raise awareness and encourage the widespread adoption of renewable energy sources, specifically focusing on promoting Solar PV interventions under the World Bank-funded ASPIRE and ARISE projects.

The selected creative agency should possess modern production equipment and a team of qualified creative professionals capable of developing innovative and captivating concepts. They will work closely with the Project Management Unit (PMU) of the Ministry of Environment, Climate Change, and Technology (MECCT), receiving guidance and input to ensure alignment with project objectives.

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

- i. Develop a targeted information, education, and communication (IEC) campaign about Ministry's Renewable Energy Portfolio
- ii. 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.
- iii. Ensure that the campaign takes a 'digital-first' approach, with carefully considered strategies to expand its reach and appeal.
- iv. Work closely with the Energy Department and ASPIRE and ARISE PMU of the Ministry to design and implement the IEC Campaign
- v. Develop content that promotes gender equality through this campaign and considers women's preferences.

3. DETAILED SCOPE OF WORK

A. Development of Awareness & promotional Materials of 5MW Solar PV installation in Hulhumale Highway.

Topics for Short Videos about 5MW Solar PV Installation in Hulhumale Highway:

1. Introduction to the ASPIRE Initiative: Learn how the World Bank is supporting sustainable private investment in renewable energy in the Maldives.
2. ASPIRE project Information: Background information of ASPIRE Project and its Sub projects.
3. The Impact of 5MW Solar PV installation: Understand how the 5MW solar PV installation will contribute to reducing the country's reliance on diesel-generated energy.
4. Solar Panels Installation Process: A behind-the-scenes look at how solar panels are installed along the Malé - Hulhumalé highway.
5. Harnessing Solar Power: Explaining the technology behind converting sunlight into electricity.
6. Why choose a highway for 5MW installation: Explain the reasons behind the choosing Male-Hulhumale Highway for installation of Solar PV.
7. Ensys Co. Ltd.: Meet the company responsible for implementing the solar power system and their commitment to sustainable energy solutions.
8. Role of STELCO: Learn how STELCO's power grid will integrate the solar power system and the positive impact on the nation's power supply.
9. Economic Benefits of 5MW: Explain the economic benefits of 5MW Solar PV installation in Highway.
10. Challenges and Solutions: Explore the challenges faced during the installation process and how they were overcome.
11. Women in Energy: Video of women engineer of PMU and her role in making the project's technical process.
12. Hulhumale Green city: Explain how 5MW Solar PV project is contributing to make a Green City.
13. Solar Energy in the Maldives: An overview of the country's efforts to embrace renewable energy sources.
14. Solar Power and Tourism: Showcasing how sustainable energy projects can positively impact the tourism industry in the Maldives.
15. Government Initiatives: An overview of other government-led projects aimed at promoting renewable energy in the country.

Topics for Infographic Social media Posters about 5MW Solar PV Installation in Hulhumale Highway:

1. The Journey of Solar Energy: A timeline of the solar power system installation from inception to completion.
2. Breaking Down the Solar PV System: An infographic explaining the components and workings of the 5MW solar PV installation.
3. Environmental Impact: Comparing the carbon footprint of solar energy with traditional energy sources.
4. Economic Savings: Illustrating the projected savings on fuel costs after the solar power system is operational.

5. **ASPIRE Initiative:** An infographic outlining the goals and objectives of the World Bank-funded initiative.
6. **Solar Energy Statistics:** Presenting key statistics about the solar power system's capacity and expected electricity generation.
7. **Maldives' Clean Energy Goals:** Visualizing the country's targets for renewable energy adoption and climate change mitigation.
8. **Solar Energy Benefits:** Highlighting the various benefits of solar energy for the environment and the economy.
9. **How Solar Panels Work:** A step-by-step infographic explaining the process of converting sunlight into electricity.

B. Development of a 3D Character representing Renewable energy

1. Develop a concept of the character that will represent the key values of renewable energy such as sustainability, innovation and efficiency.
2. Provide sketches to explore different visual styles and design elements that can be used to bring the character to life.
3. Develop a library of animations that can be re-used by the PMU for different purposes such as promotional videos, educational materials and social media posts.
4. Test the character in different contexts and optimize its design and functionality based on PMUs' feedback.
5. Deliver the final 3D character and animations in a format that is compatible with different platforms and devices.
6. Provide creative suggestions to name the character.

C. ASPIRE & ARISE Project: Educational / Explainer animation [2 -3 minutes 20 animations] [10 Videos using the 3D character]

1. **Introduction to Renewable Energy:** Explaining the concept of renewable energy and its significance for a country like Maldives.
2. **Solar Energy Basics:** Understanding how solar energy works and its potential as a clean and sustainable energy source.
3. **Benefits of Solar Energy:** Highlighting the advantages of solar energy for the Maldivian community, such as reduced dependence on imported fossil fuels.
4. **Solar Panels:** Exploring the technology behind solar panels, their installation process, and how they convert sunlight into usable electricity.
5. **Other renewable energy technologies:** Wind technology, Tidal energy, Ocean Thermal Energy Conversion (OTEC).
6. **Solar Energy Applications:** Showcasing various applications of solar energy in the Maldives.
7. **Solar Farms:** Explaining the concept of small-scale solar PV and solar farms and their role in generating large-scale solar power for the Maldivian islands.

8. Benefits of Net-Metering mechanism: Historic context and how this is becoming mainstream in Maldives, limitations and opportunities.
9. Challenge of solar PV integration: A look at what are the key challenges and how these are addressed from a technical and commercial perspective.
10. Renewable Energy Policies and achievements in the Maldives: Discussing government initiatives and policies supporting the adoption of solar energy and promoting the use of renewable energy in general. This can focus on recent Acts and roadmaps
11. Solar Energy Financing: Explaining available financing options and incentives for individuals and businesses interested in installing solar energy systems in the Maldives.
12. Solar Energy Maintenance: Providing tips and guidelines for the proper maintenance of solar panels and ensuring optimal performance.
13. Solar Energy Education and Training: Promoting awareness and education on solar energy to empower the Maldivian community in adopting and utilizing this renewable resource.
14. Solar Energy in Schools: Discussing the implementation of solar energy systems in schools to promote renewable energy education and why early learning is important.
15. Solar Energy and Community Empowerment: Showcasing success stories of communities in the Maldives that have embraced solar energy and reaped its benefits.
16. Future of Solar Energy in the Maldives: Discussing the potential for further advancements and expansion of solar energy in the Maldives, considering emerging technologies and trends.
17. Sustainable Living: Exploring how individuals and communities can incorporate renewable energy into their daily lives.
18. Renewable Energy in Transportation: Discussing the role of renewable energy in powering electric vehicles and other transportation modes, and why is it important to adopt EVs in Maldives.
19. Solar Energy for Island Sustainability: Highlighting how solar energy can contribute to the sustainability of small island communities in the Maldives, reducing reliance on imported fossil fuels and promoting self-sufficiency.
20. Solar Energy and Resilience to Climate Change: Exploring the importance of renewable energy in particular solar energy can help build resilience to the impacts of climate change on a global scale, such as rising sea levels and extreme weather events, by providing a reliable and sustainable source of electricity.
21. ASPIRE and ARISE Project 1: Solar PV investments structure and how it reduces risks
22. ASPIRE and ARISE Project 2: Advantages of taking part in the tender process
23. ASPIRE and ARISE Project 3: Battery Storage and Grid Upgrades importance
24. ASPIRE and ARISE Project 4: Historic context of how project had promoted solar PV growth

D. Documentaries about Renewable Energy. [15 – 20 mins x 2 videos]

1. Solar Power Revolution in the Maldives: This documentary would delve into the transformative journey of the Maldives in embracing solar power as a sustainable energy solution. It would

showcase the key solar power projects implemented across various islands, highlighting their impact on the communities, economy, and environment

2. Success Story of 5MW Solar PV installation in Hulhumale Link Road.

E. Print Materials [x 6 materials]

1. Brochures: Develop informative brochures highlighting the benefits of solar energy, the Hulhumale' Link Road project, and how individuals and businesses can contribute.
2. Posters: Create eye-catching posters with key messages and visuals to be displayed in public areas, community centres, and government offices.
3. Information Leaflets: Produce concise leaflets providing key information about solar energy and the project, suitable for distribution at events, seminars, and public gatherings

F. Visual Contents for Social media [x15 materials]

1. Infographics on Cost Savings: Design infographics that illustrate the potential cost savings and return on investment from adopting solar energy. Showcase how individuals, businesses, and the community can save money on electricity bills and contribute to a more sustainable economy.
2. Case Studies: Create visually appealing case studies that highlight successful solar energy installations in Maldives or other similar locations. Include project details, benefits achieved, and testimonials from individuals or businesses involved.
3. Infographics of 5MW Solar PV Installation in link road.

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 Dhivehi language initially and upon confirmation the content to be translated into English language.

4. REQUIREMENT FOR QUALIFICATIONS AND EXPERIENCE

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

Team Members	Minimum Qualification
Team leader: Multi Media specialist	<ul style="list-style-type: none">• Bachelor's degree in Multi-media or mass communications or relevant field such as, graphic design, Marketing

Team Members	Minimum Qualification
	<ul style="list-style-type: none"> • Minimum 5-year experience in Multi-media or mass communications • 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
Animator	<ul style="list-style-type: none"> • Bachelor's degree in Animation or relevant field • Minimum 3-year experience in Animation field and undertaking similar types of creative projects • Demonstrate a sound record in providing consulting services for similar multi-media productions • Proven 3-D Animation and artistic skills • Previous recent work experience with similar projects within government institutions is an asset
Graphics Designer / Illustrator	<ul style="list-style-type: none"> • Bachelor's degree in Graphics Designing or relevant field • Minimum 3-year experience in Graphics designing or illustrations • 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 graphics design and artistic skills • Previous recent work experience with similar projects within government institutions is an asset
Script Writer	<ul style="list-style-type: none"> • Diploma or Bachelor's degree in journalism, creative writing, film production, communications or related field. Related field includes Diploma or Bachelor's degree in Dhivehi or English Language. • Excellent written and Verbal communication skills. • Minimum 2-year experience in Script writing or creative writing • Demonstrate a sound record in providing consulting services for similar multi-media productions • Previous recent work experience with similar projects within government institutions is an asset
Environment Specialist	<ul style="list-style-type: none"> • A minimum bachelor's degree in environmental science, climate change or related field.

Team Members	Minimum Qualification
	<ul style="list-style-type: none"> • Minimum 3-year experience in the field of environment, climate change or renewable energy. • Demonstrate a sound record in providing consulting services for Renewable Energy related project. • Previous recent work experience with similar projects within government institutions is an asset

5. DURATION OF CONSULTANCY AND DELIVERABLES

The consultant's output shall be based on the following key deliverables. All deliverables will be considered final and payment released on the review and acceptance of each deliverable from the Client.

TASK	DEADLINE	PAYMENT (%)
Proposal and Workplan	Week 01	
for Infographic Social media Posters about 5MW Solar PV Installation in Hulhumale Highway: <ul style="list-style-type: none"> - First 5 Posters - Other posters 	Week 2 Week 3	
Development of Awareness & promotional Materials of 5MW Solar PV installation in Hulhumale Highway. <ul style="list-style-type: none"> - 5 videos - 5 videos - 5 videos 	Week 4 Week 5 Week 6	20% of Total Payment
Development of a 3D Character representing Renewable energy <ul style="list-style-type: none"> - Provide first draft of sketch - Finalize the sketch - Develop 3D character 	Week 2 Week 3 Week 6	
ASPIRE & ARISE Project: Educational / Explainer Video and animation <ul style="list-style-type: none"> - 5 Animations - 5 animations - 5 videos - 5 videos 	Week 7 Week 9 Week 11 Week 13	

TASK	DEADLINE	PAYMENT (%)
- 5 videos	Week 16	40% of Total Payment
Documentaries about Renewable Energy.		
- First Documentary	Week 11	
- Second Documentary	Week 13	
Print Materials	Week 14	40% of total payment
Visual Contents for Social media [x15 materials]	Week 18	

6. FACILITIES TO BE PROVIDED BY THE CLIENT

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

7. INTELLECTUAL PROPERTY

The materials developed by the consultant for this assignment 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.

8. REPORTING MODALITIES

The Consultant /firm will work closely with the staffs of Project Management Unit of ASPIRE and ARISE project.

9. DURATION

The duration of the assignment is for 06 months from the signing of the contract.

10. EVALUATION

The detailed evaluation and eligibility criteria are provided in table below. No. 1 and 2 are minimum requirements:

No.	Criteria	Documentary Evidence Required	Max Points
1.	The bidder should be a registered entity (company or not-for profit organization or partnership firm, etc.) as per the relevant laws of bidder's country of origin.	Certificate of registration	-
2.	The bidders should not have been debarred by the World Bank and/or Ministry of Finance, Maldives	Client to check from respective websites	-
3.	The proposed team should consist of experts in areas of specialization specified in no. 4. Requirement for Qualifications and Experience above with the minimum qualifications specified.	<ul style="list-style-type: none">• Project description sheet as per Annex A• Copy of contract along with a certificate/letter of satisfactory completion provided by the client.• Portfolio should be submitted (submit videos and/or high-resolution design work in USB Drive or Cloud Storage Link)	60
		<ul style="list-style-type: none">• CVs as per Annex B• Educational certificates scanned copy.	40

ANNEX A - PROJECT DESCRIPTION SHEET

Assignment name: <hr/>	Approx. value of the contract in MVR: <hr/>
Country: <hr/>	Duration of assignment (months): <hr/>
Location within country: <hr/>	
Name of Client: <hr/>	Total No. of person-months of the assignment: <hr/>
Address: <hr/> <hr/> <hr/>	Approx. value of the services provided by your firm under the contract in MVR: <hr/>
Start date (month/year): <hr/>	No. of professional person-months provided by the joint venture partners or the sub-consultants: <hr/>
Completion date (month/year): <hr/>	
Name of joint venture partner or sub-consultants, if any: <hr/>	Name of senior full-time employees of your firm involved and functions performed: <hr/>
Narrative description of project: <hr/>	
Description of actual services provided in the assignment: <hr/>	

ANNEX B - CURRICULUM VITAE (CV)

Position Title and No.	{e.g., TEAM LEADER}
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Citizenship/Residence	

Education: {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record relevant to the assignment: {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included. }

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2005-present]	[e.g., Ministry of, advisor/consultant to... For references: Tel...../e-mail.....; Mr. Hbbbb, deputy minister]		

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work): _____

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
{List all deliverables/tasks as in which the Expert will be involved)	

Expert's contact information: (e-mail, phone.....)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

{ day/month/year }

Name of Expert	Signature	Date
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{ day/month/year }

Name of authorized Representative of the Consultant (the same who signs the Proposal)	Signature	Date
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