

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Ministry of Environment

Male', Republic of Maldives.

ދިވެހިސަރުކާރުގެ ގެޒެޓް
ދިވެހިރާއްޖޭގެ ޖުމްހޫރިއްޔާ

ދިވެހިސަރުކާރުގެ ގެޒެޓް - ދިވެހިރާއްޖޭގެ ޖުމްހޫރިއްޔާ

NO: (IUL)438-HRU/438/2020/26

Greater Male' Environmental Improvement and Waste Management Project

INFORMATION, EDUCATION AND COMMUNICATION SPECIALIST

TERMS OF REFERENCE

A. Background

Waste is one of the most visible threat to the environment and poses challenges to the development. Zone 3, which encompasses Greater Male', the inhabited islands in the Male' Atoll (Kaafu Atoll), North Ari Atoll (Alifu Alifu Atoll), South Ari Atoll (Alifu Dhaalu Atoll) and Felidhe Atoll (Vaavu Atoll), is estimated to generate 774 tons of mixed solid waste daily and currently lacks an organized and sustainable waste management system to properly manage this growing amount of waste.

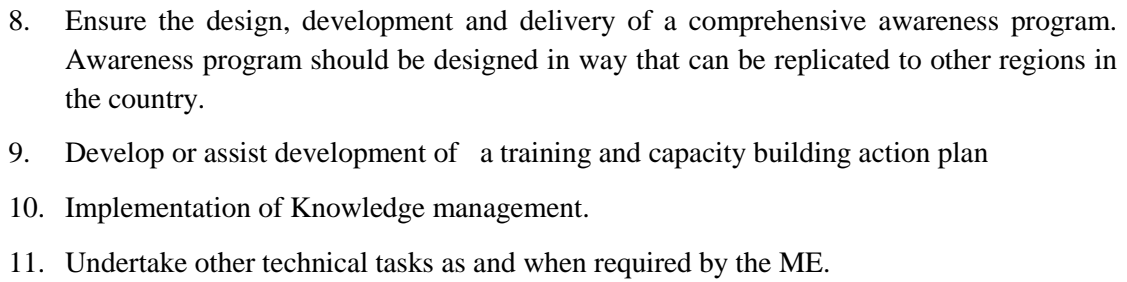
Rapid urbanization and tourism development in the Greater Male' region including Zone 3 atolls waste is expected to increase by 924 tons per day by 2022. The region suffers from severe environmental pollution and deteriorating livability from inadequate collection and haphazard disposal of solid waste. Open dumping and burning of garbage at the 30-year-old dumpsite on Thilafushi island is an environmental and public health hazard posing a daily nuisance to the residents in Male' Villimale and neighboring resort islands, with plumes of smoke visible from Velana International Airport and surrounding resorts. Considering Maldives reputation as a pristine high-end tourist destination and its reliance on sustainable fisheries for food and export, pollution from improper waste management is a significant threat to the economy and environment.

In order to address the issue of growing amount of waste in the region, the Government of the Republic of Maldives has applied for financing from Asian Development Bank (ADB) towards the cost of Greater Male' Environmental Improvement and Waste Management Project. Part of this financing will be used towards the expenditure of the Project Management Unit (PMU) including staff salary and other incremental cost of the PMU.

B. Project Development Objective

The development objective of the Project is expected to establish a sustainable solid waste management system in the Greater Male' by (i) improving collection, transfer, disposal, treatment, recycling and rehabilitating the existing dumpsite at K. Thilafushi, (ii) strengthening institutional capacities for solid waste service delivery and environmental monitoring, and (iii) improving public education, awareness and behavior in reduce, reuse and recycle (3R). The Project is being





E. SCOPE OF WORKS

Under the supervision of the Project Director/ Project Manager and in collaboration with project consultants, the Information, Education and Communication Specialist will carry out the following activities:

1. Develop or assist development and monitor information and communication strategy and framework
 1. Review information and communication guidelines available
 2. Develop an information and communication strategy and framework for the project
 3. Implement information and communication strategy
2. Facilitate and support training and capacity building programs
 4. Develop a capacity building program as per the project work plan and ME/sector requirements
 5. Implementation of training and capacity building activities
 6. Liaise with National /international institutions for strategic implementation of training programs
 7. Review and report implementation progress and success of training and capacity building activities
3. Implement and monitor education and awareness activities
 8. Develop an Action Plan for implementation taking into consideration waste management in the Maldives
 9. Support the implementation of awareness activities through various forms such as media campaigns, training sessions, etc.
 10. Develop training materials, communication strategies to be utilized for sensitization, advocacy and project promotion.
 11. Improve and edit existing materials that has been prepared for the purposes of awareness and communication.
4. Implement, supervise and monitor gender mainstreaming activities including the Gender Action Plan
5. Undertake public relation (PR) activities
 12. Management of media publication and advocacy in line with Ministry's policies and guidelines.
 13. Deliver creative graphic and technical solutions for use of multimedia for illustrative purposes such as animations, presentations and use of advanced solutions such as graphic digitalization.
 14. Design and layout work for reports and other communication materials (banners, posters, booklets, leaflets etc.) for printing and electronic distribution.
 15. Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.

