

## **TERMS OF REFERENCE**

Consultant to create stories / scripts for the contents and sponsorship proposal of the Maldives Expo 2020 Dubai Pavilion

### **1. Project Title**

Consultant to create stories / scripts for the contents and sponsorship proposal of the Maldives Expo 2020 Dubai Pavilion.

### **2. Background**

Expo2020 is a World Expo to be hosted by Dubai in the United Arab Emirates, originally scheduled to open on October 2020. Due to the ongoing COVID-19 pandemic, it has been postponed to 2021 and the rescheduled new dates calls for an opening on October 1, 2021. Despite being held in 2021, organizers will keep the name Expo 2020 for marketing and branding purposes.

The theme of this World Expo is ‘Connecting Minds, Creating the Future’. The celebration of innovation, collaboration and creation will see Dubai welcoming the world for six months.

As well as the overall theme of ‘Connecting Minds, Creating the Future’, Expo 2020 Dubai also has three subthemes which it will celebrate in 2021. These are Opportunity, Sustainability and Mobility. There will be a pavilion showcasing each of these themes on the Expo site.

Expo 2020 Dubai is an opportunity for participants to present unique and exceptional stories of their country by showcasing new or untold narratives. By this process, participants will have the chance to go beyond the visitors’ common knowledge, and refresh perspectives and understanding of their nation and its people’s journey towards the future.

Participants will embark on a journey to deliver their exhibits in their pavilions, transforming spaces into exciting exhibition that truly reflect their ambitions, national priorities, identity, and culture.

### **3. Scope of Work**

The Maldives is an Official Participant at the Expo 2020 with its Pavilion at the Sustainability Thematic District. The Ministry of Economic Development is looking for a consultant to:

a) Create engaging stories and scripts for the different contents of the Maldives Expo 2020 Dubai Pavilion

The produced stories and scripts

- Embody the unique characteristics of the Maldives; Natural beauty, Environment, Geography, History, People, Culture, Key Industries, Sustainability etc.
- Be original and authentic, reflecting aspects of the Maldives that cannot be found elsewhere.
- Create visitor interest and be a source of information.
- Aspire visitors to visit Maldives.

b) Produce a convincing Commercial Sponsorship Proposal for potential businesses and partners with details of expo and sponsorship exposure.

#### **4. Deliverables**

In consultation with Expo 2020 Maldives Team, the consultant is expected to deliver the following:

- a) Collect information required for the project.
- b) Create stories/scripts for the following videos:
  - Maldives – General Video (3-5 mins)
  - Tourism – Our Story (3-5 mins)
  - Fisheries – Our Story (3-5 mins)
  - Maldives – Open for Business (3-5 mins)
  - Climate and Environment (3-5 mins)
  - Sustainable Development: Co-existing with our Environment (3-5 mins)
  - Culture, Heritage and Arts (3-5 mins)
- c) Identify available materials (videos/photos/other) and materials that require to be produced for the written stories/scripts.
- d) Commercial Sponsorship Proposal

Note: Expo 2020 Maldives Team will facilitate meetings with relevant authorities/individuals to collect information required for the project.

#### **5. Qualifications**

The consultant must be a Maldivian with the required capacity and experience to deliver required scope of the project.

The Consultant should have at least 3 years' experience.

## 6. Materials to be submitted

- a) Expression of interest
- b) CV of consultant with attested certificates
- c) Similar experience (details of minimum 5 similar projects, scripts for videos and other similar copy writing)
- d) Methodology and workplan
- e) Delivery duration
- f) Price

## 7. Evaluation Criteria

Criteria	Score
<b>a) CV of Consultant</b> Including details of academic qualification, certification and experience	10
<b>b) Similar Experience</b> Portfolio showcasing previous work of similar assignments with reference letters	30
<b>c) Delivery duration</b>	10
<b>d) Methodology and work plan</b> Brief methodology on how the work will be carried out and a workplan	10
<b>e) Price</b>	40
<b>Total</b>	<b>100</b>

## 8. Bid Submission

All bids must be submitted at 12:00PM on 21st October 2020 to Ministry of Economic Development, Boduthakurufaanu Magu.