



Ministry of Environment

Republic of Maldives

TERMS OF REFERENCE

(IUL)438-ENV/438/2021/140

**DEVELOPMENT OF AWARENESS MATERIALS ON SOUND MANAGEMENT OF
CHEMICALS**

“Eliminating Persistent Organic Pollutants Through Sound Management of Chemicals Project”

Issued on: 3rd May 2021

Issued By: Eliminating Persistent Organic Pollutants Through Sound Management of Chemicals Project –
Project Management Unit

TABLE OF CONTENTS

Schedule Of Critical Dates	2
Submission Requirements	2
1. Background	3
2. Objectives Of Assignment.....	4
3. Scope Of Services	4
4. Indicative Tasks.....	5
5. Key Qualifications Of The Company.....	5
6. Qualification And Skills Of The Expert.....	5
7. Deliverables.....	6
8. Duration Of The Consultancy	7
9. Reporting Obligations	7
10. Evaluation Of Proposals	7
11. Payment.....	9
12. Additional Information.....	9
13. Submission	10
Annex A	11
Annex B.....	12
Tech Form 1 – Proposal Submission Form	12
Tech Form 2 – Work Schedule.....	13
Tech Form 3 – Letter Of Commitment	14
Fin Form 1 – Financial Proposal Submission Form.....	15
Fin Form 2 – Financial Breakdown Form	16

SCHEDULE OF CRITICAL DATES

ACTIVITY	ACTION DATE
Advertised date	4th May 2021
Pre-bid meeting	-
Bid clarification deadline	9 th May 2021 before 1200hrs
Proposal submission deadline	17 th May 2021 on or before 1000hrs

SUBMISSION REQUIREMENTS

The following related documents shall be submitted for the bids to be considered sufficiently responsive.

Applicants should submit their proposals containing the following documents and applicable Technical Proposal – Standard Forms and Financial Proposal – Standard Forms under ANNEX B.

Technical Proposal – Standard Forms

1. Proposal submission form – (Tech Form 1)
2. Company portfolio. Including brief description of general and specific experiences, with references
3. A summary of the work plan must be presented in the format in Work Schedule (Tech Form 2) showing in the form of a bar chart the timing proposed for each activity.
4. Curriculum Vitae (CV) of the expert (required experiences and other experiences relevant to this TOR must be specified clearly or highlighted)
5. Letter of commitment to undertake the project (Tech Form 3).
6. Copy of Business registration certificate
7. Copy of tax Registration certificate issued from Maldives Inland Revenue Authority

Financial Proposal – Standard Forms

8. Completed proposal submission form (Fin Form 1)
9. Completed financial breakdown form (Fin Form 2).

1. BACKGROUND

The Republic of Maldives is a Small Island Developing State (SIDS) which faces sustainable development challenges such as small but growing populations, land scarcity, vulnerability to climate change impacts (and other natural disasters) as well as economic development problems due to high transportation costs, lack of adequate infrastructure and lack of industrial development incentives. The Maldives is an archipelago comprised of 1,190 coral islands in 26 atolls over an area of about 750 km on a North-south axis and 120 km on an east-west axis. The land area of the Maldives accounts for about 1% of the Country's territory. The Maldives islands are low lying land areas with an average height above sea level of 1.8 meters (m).

The country's population of approximately 400,000 people dispersed across 187 inhabited islands. An additional more than 166 islands have tourist resorts. Waste generation is estimated to be 324,000 tons annually with consisting of approximately 0.5 to 11% of hazardous chemicals and of approximately 3-9% of plastics depending on location and size of the island. The fact that (chemical) waste is being generated on 278 island presents the country with an incredible challenge, as land is very scarce, low lying and transportation of chemicals and waste from island to island is costly and complicated. The inadequate storage options and current disposal practices of hazardous chemicals and waste, especially open burning of waste at dumpsites or disposal near the coastline, make it very likely that these toxic chemicals and waste will end up in the waters and oceans. In the Republic of Maldives, the tourism sector accounts for more than 28% percent of the Gross Domestic Product (GDP) of the economy. Tourists to the Maldives are seeking a pristine environment, not one with polluted waters, degraded coral reefs, waste dumps which are openly burning or waste floating in the ocean. Therefore, the Sound Management of Chemicals and waste, especially the environmentally sound management of Persistent Organic Pollutants (hereinafter referred to as POPs) and hazardous waste, is an important element to achieving environmental sustainability. Further, given the economic importance of tourism to the Maldives, implementing environmentally sound chemical and waste management systems would help decouple growth in the tourism sector from environmental degradation.

To tackle these environmental and human health risks, the Government of the Republic of Maldives through the Ministry of Environment (MoEn) has already taken some steps to try to manage its growing chemicals and waste management problems. Maldives has ratified the Stockholm Convention (SC) on 17 October, 2006 and in accordance to Article 7 of the Convention has submitted its National Implementation Plan (NIP) to the Stockholm Convention Secretariat (SCS) on 18 July, 2017, which covers the initial POPs as well as the new POPs added at the 4th and the 5th Conference of the Parties.

According to this NIP the highest-ranking national Priorities are the following:

- 1 First Priority: The Implementation of measures to strengthen the institutional and regulatory framework; which includes the (i) developing legislation for chemicals management; (ii) strengthening institutional capacity; (iii) improving data collection and management systems and (iv) conducting research on the effects of POPs;
- 2 Second Priority: Developing an action plan to eliminate PCB-containing equipment and its waste by 2025, which includes the (i) identification, labelling and mapping where PCBs and equipment potentially-containing PCBs are located in the country); (ii) putting in place labelling mechanism for all PCB-containing equipment; (iii) establishing adequate storage facilities for replaced equipment containing PCBs; (iv) formulating guidelines for disposal of equipment-containing PCBs; and (v) disposing safely of equipment containing PCBs.
- 3 Reducing the incineration and open burning of wastes (including medical and hazardous waste), which is the source of 98.6% of U-POPs releases in the country- totalling 153.4 g-TEQ/year;

- 4 Raising awareness through the development of education curricula and targeted awareness campaigns; establishing a standard Chemical Management System, including chemical labelling in multiple languages.

In order to address the above-mentioned barriers, the project will focus on addressing regulatory/policy barriers, technical and capacity and knowledge barriers so that the Maldives has a better foundation to establish a nationwide environmentally sound Management system to address POPs and highly hazardous chemicals, with the adequate coordination of key public, private and community stakeholders, regulatory departments, and centres of expertise, and the enhanced capacity of all involved, for the Environmentally Sound Management of Chemicals.

The Government of Maldives has received funding from the Global Environment Facility (GEF) for the project “Eliminating Persistent Organic Pollutants through the Sound Management of Chemicals”. The project is implemented by UNDP as GEF’s Implementing Agency and MoEn as national executing agency. The project is expected to support implementation of the developmental targets and priorities of the Government, set out in the Strategic Action Plan (SAP) for five-year period 2019-2023.

At the start of the project, a communication/awareness raising is planned to be developed and subsequently implemented over the duration of the project. This communications/awareness raising plan will focus on changing behavior and attitudes towards Sound Management of Chemicals (SMC) and waste management, targeting policy makers, Non-Governmental Organizations (NGOs), private sector entities managing hazardous wastes and recyclers and so on. Depending on the means of communication most appropriate, various avenues for information dissemination is planned to be incorporated into the plan.

For this purpose, the project is seeking a qualified **company or a joint venture** to develop communications/awareness raising materials on sound management of chemicals.

2. OBJECTIVES OF ASSIGNMENT

The objective of this assignment is to develop communications/awareness raising materials on sound management of chemicals, targeting policy makers, Non-Governmental Organizations (NGOs), private sector entities managing hazardous wastes and recyclers, civil society organizations and the general public. This include materials on all related work carried out through the project including capturing, documenting, designing and developing of materials for information and data collected, progress of project activities and reporting in a results-based and timely manner for the Government, Donors, and Project Implementation partner purposes.

3. SCOPE OF SERVICES

The tasks to be undertaken by the successful bidder is to be undertaken in close collaboration with the Project Management Unit (PMU), Ministry of Environment and relevant stakeholders as necessary, and include the following:

1. Management of media publications and advocating in line with Donor’s and Ministry’s policies and guidelines.
2. Develop and deliver creative graphic and technical solutions for use of multimedia for illustrative purposes such as animations, presentations
3. Design and layout templates for reports, presentations and other communication materials (booklets, leaflets, posters, other publications... etc.) for printing and electronic distribution.

4. Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.
5. Prepare awareness materials / knowledge products for print/electronic/voice/visual media
6. Develop training materials to be utilized for sensitization, advocacy and project promotion

4. INDICATIVE TASKS

The following are indicative tasks to achieve the objective of the consultancy, but are not necessarily limited to these activities:

1. Design and develop materials for awareness raising and sensitization campaign for civil society organizations, policy makers and specific to communities (including women and other vulnerable groups) related to u-POPs pilots planned to be carried out under the project
2. Design and develop awareness materials required to implement the public awareness campaign changing behaviour and attitudes towards sound management of chemicals and hazardous waste management for the project. Details of deliverables are included in Annex A
3. Design and develop promotional materials required for the project promotion
4. Develop video reports (3 – 5 minutes) in Dhivehi with English subtitle on success stories of project activities
5. Assist in celebration of environment significant days by preparing electronic, web-based visual media materials
6. In addition to the above activities, during the contract period the consultant is expected to update the project website regularly and develop and support publishing contents for social media, TV and news related to the project.

5. KEY QUALIFICATIONS OF THE COMPANY

General Experience

- Demonstrated experience in undertaking at least five (5) graphics design, marketing, project management, journalism or other assignments in a related field

Specific Experience

- Demonstrated experience in undertaking at least five (3) similar environmental awareness assignments

6. QUALIFICATION AND SKILLS OF THE EXPERT

Bidders must propose only ONE Expert.

- Minimum Diploma in mass communication, graphics design, marketing, project management, journalism, or in a related field
- Excellent creative skills and advanced command over a range of design software, (including Adobe Photoshop, Illustrator, InDesign, etc.) is preferred
- Fluency in written and spoken English and excellent interpersonal skills.

General Experience

- At least three (03) years professional working experience in graphics design or related field.

Specific Experience

- Minimum one year of experience in drafting and preparing advocacy materials and/or press briefs
- Capacity to organize and conduct similar social marketing strategies and public awareness campaigns
- Familiarity in working with environmental sector is an asset
- Experience in designing awareness materials for donor funded projects is desirable

7. DELIVERABLES

DELIVERABLE	DELIVERY DATE*
Detailed work plan approved by the PMU and, Ministry of Environment	7 days
Submission and acceptance of; <ul style="list-style-type: none"> • Draft design and layout templates for reports, presentations and other communication materials 	15 days
Submission and acceptance of; <ul style="list-style-type: none"> • Final design and layout templates for reports, presentations and other communication materials 	30 days
Submission and acceptance of; <ul style="list-style-type: none"> • Draft layout of 10 poster designs • Draft layout of 2 flyer designs 	60 days
Submission and acceptance of; <ul style="list-style-type: none"> • Draft layout of 5 articles with graphics as applicable (approximately 600 words) • Draft 5 Video Clips / Video Spots / Animations to be used in social media 	90 days
Submission and acceptance of; <ul style="list-style-type: none"> • Final 10 poster design • Final 2 flyer designs 	120 days
Submission and acceptance of; <ul style="list-style-type: none"> • Final 5 articles (with graphics as applicable) • Final 5 Video Clips / Video Spots / Animations to be used in social media 	150 days
Submission and acceptance of draft Awareness raising and sensitization campaign materials for civil society organizations nationally and specific to communities related to u-POPs pilots planned to be implemented under the project <ul style="list-style-type: none"> • Draft 3 articles with graphics as applicable (approximately 600 words) • Draft 2 Video Clips / Video Spots / Animations to be used in social media • Draft layout of 2 poster designs • Draft layout of 1 flyer designs 	180 days
Draft 3 video reports (3 – 5 minutes) in Dhivehi with English subtitle on success stories of project activities	230 days

Submission and acceptance of Final Awareness raising and sensitization campaign materials for civil society organizations nationally and specific to communities related to u-POPs pilots planned to be implemented under the project <ul style="list-style-type: none"> • Final 3 articles with graphics as applicable (approximately 600 words) • Final 2 Video Clips / Video Spots / Animations to be used in social media • Final layout of 2 poster designs • Final layout of 1 flyer designs 	270 days
Final 3 video reports (3 – 5 minutes) in Dhivehi with English subtitle on success stories of project activities	330 days

***from the date of signing the contract**

Submission requirements of the deliverables are included in Annex A

8. DURATION OF THE CONSULTANCY

Duration of the consultancy is 12 calendar months upon signing the contract

9. REPORTING OBLIGATIONS

The successful bidder will work closely with the PMU. The consultant will report directly to the Project Manager. The bidder shall attend to progress meetings once every 2 weeks and on need basis with the PMU.

10. EVALUATION OF PROPOSALS

DETAILS	MAXIMUM POINTS
<p>General experience of the company</p> <ul style="list-style-type: none"> • [14] points for experience in undertaking at least 05 graphics design, marketing, project management, journalism or other assignments in a related field [02] point for each additional assignment up to 03 assignments 	20 points
<p>Specific experience of the company</p> <ul style="list-style-type: none"> • [14] points for experience in undertaking at least 03 similar environmental awareness assignments. [02] points for each additional assignment up to 03 assignments 	20 points
<p>Qualification and skills of the expert</p> <ul style="list-style-type: none"> • [06] points for minimum diploma, additional [02] points for holding a Bachelor’s degree and [02] points for holding a Master’s degree in mass communication, graphics design, marketing, project management, journalism, or in a related field. • [05] points for excellent creative skills and advanced command over a range of design software, (including Adobe Photoshop, Illustrator, InDesign, etc.) (Not a minimum requirement) • [05] points for fluency in written and spoken English and excellent 	20 points

interpersonal skills	
General Professional Experience of the expert <ul style="list-style-type: none"> • [06] points for minimum 03 years professional working experience in graphics design or related field. [02] point for each additional year up to 2 years 	10 points
Specific Professional Experience of the expert <ul style="list-style-type: none"> • [08] points for minimum 01-year experience in drafting and preparing advocacy materials and/or press briefs • [02] points for each, up to 05 awareness activity conducted demonstrating capacity to organize and conduct similar social media marketing strategies and/or public awareness campaigns (Not a minimum requirement) • [06] points for familiarity in working with environmental sector (Not a minimum requirement) • [06] points for previous experience in designing awareness materials for donor funded projects (Not a minimum requirement) 	30 points

If the minimum set qualification and skills, general and specific professional experience is not met, then the party will be disqualified.

Total technical score (s): 100 points

- The minimum technical score (s) required to pass is: 100 Points, proposal that does not qualify the minimum technical score will be disqualified from further evaluation.
- The formula for determining the financial scores is the following:
 $S_f = 100 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price and F the price of the proposal under consideration.
- The weights given to the Technical and Financial Proposals are:
 $T = [0.5]$, and $F = [0.5]$

11. PAYMENT

Payments will be made in accordance with the schedule specified below:

REQUIREMENT	ALLOCATION
Submission and acceptance of; 1. Detailed work plan approved by the PMU	20%
Submission and acceptance of; 1. Draft design and layout templates for reports, presentations and other communication materials 2. Final design and layout templates for reports, presentations and other communication materials	10%
Submission and acceptance of; 4. Draft layout of 10 poster designs 5. Draft layout of 2 flyer designs	10%
Submission and acceptance of; 1. Draft layout of 5 articles (with graphics as applicable) 2. Draft 5 Video Clips / Video Spots / Animations to be used in social media	10%
Submission and acceptance of; 1. Final 5 articles (with graphics as applicable) 2. Final 5 Video Clips / Video Spots / Animations to be used in social media	15%
Submission and acceptance of; 1. Draft Awareness raising and sensitization campaign material for civil society organizations nationally and specific to communities related to u-POPs pilots planned to be implemented under the project 2. Draft 3 video reports (3 – 5 minutes) in Dhivehi with English subtitle on success stories of project activities	15%
Submission and acceptance of; 1. Final Awareness raising and sensitization campaign material for civil society organizations nationally and specific to communities related to u-POPs pilots planned to be implemented under the project 2. Final 3 video reports (3 – 5 minutes)	20%
Total	100%

12. ADDITIONAL INFORMATION

Documents and data provided by the government for the purpose of this consultancy which is not of public nature shall be considered confidential and should not be disclosed to any other party. All products produced as part of this consultancy shall be handed over to the PMU at the completion of the contract and will become the sole property of MoEn.

13. SUBMISSION

Bid submission	On or before 17 May 2021 10:00 hours local time
Bid opening	17 May 2021 10:00 – 10:00 hours’ local time. Proposals will be opened in the presence of the proponents’ representatives who choose to be present at the address below at the time of proposal opening.
Submission instruction	Proposals must be delivered in sealed envelopes titled “Do not Open Before 17 May 2021 10:00 hours - Development of Awareness Materials on Sound Management of Chemicals” and the submitting party’s name and address Electronic submission is not permitted. Late proposals will be rejected.
Submission address	Procurement Section Ministry of Environment Green Building, Handhuvaree Hingun, Maafannu Male’, 20392, Republic of Maldives Email: procurement@environment.gov.mv Website: www.environment.gov.mv Project name: Eliminating Persistent Organic Pollutants Through the Sound Management of Chemicals

ANNEX A

DELIVERABLE	DETAILS
1. Posters	<p>Editable high-resolution print-ready posters in the following format</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) <p>The posters should be supplied in the following file type:</p> <ul style="list-style-type: none"> • PNG • JPG • PDF <p>All posters should be provided in the following sizes</p> <ul style="list-style-type: none"> • 1920x1080 pixels • Facebook page – post image size • Twitter post image size
2. Flyers	<p>Editable high-resolution print-ready posters in the following format</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) <p>The posters should be supplied in the following file type:</p> <ul style="list-style-type: none"> • PNG • JPG • PDF <p>All posters should be provided in the following sizes</p> <ul style="list-style-type: none"> • 1920x1080 pixels • Facebook page – post image size • Twitter post image size • PDF <p>All posters should be provided in the following sizes</p> <ul style="list-style-type: none"> • 1920x1080 pixels • Facebook page – post image size • Twitter post image size
3. Articles	Proof read Word files with graphics (if any)
4. Video Clips/ video Spots/ animations	<ul style="list-style-type: none"> • Concept, design, storyboard, narrative/script • In the highest available quality (minimum requirement 1080p) with optimized file size and resolution for use on different platforms such as television broadcasting, Facebook, YouTube, etc.
5. Video reports	<ul style="list-style-type: none"> • Concept, design, storyboard, narrative/script • In the highest available quality (minimum requirement 1080p) with optimized file size and resolution for use on different platforms such as television broadcasting, Facebook, YouTube, etc.

ANNEX B

TECH FORM 1 – Proposal Submission Form

[Location, Date]

To: [Name and address of Client]

Dear Madam/Sir:

We, the undersigned, offer to provide the consultancy service for the “**Development of Awareness Materials on Sound Management of Chemicals**” in accordance with your Request for Proposal dated [xxx]. We are hereby submitting our Proposal, which includes all required documents as per Request for Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed fees. The Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services and fulfil the terms and conditions related this contract.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of company:

Address:

TECH FORM 2 – Work Schedule

Development of Awareness Materials on Sound Management of Chemicals													
Description	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	⋮
Activity													

TECH FORM 3 – Letter of Commitment

[Location, Date]

To: [Name and address of Client]

Re: Development of Awareness Materials on Sound Management of Chemicals,

Ref no: _____

Dear Sir/Madam,

We are writing to confirm my availability to provide services as a _____ for the “**Development of Awareness Materials on Sound Management of Chemicals**” for the Ministry of Environment.

We undertake, if this proposal is accepted, to complete and deliver the whole of the services assigned to me in the scope of services.

We undertake, if this proposal is accepted upon receipt of the Ministry of Environment’s notice, to commence performance of the services with due expedition and without delay.

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Company:

Address:

FIN FORM 1 – Financial Proposal Submission Form

[Location, Date]

To: [Name and address of Client]

Dear Madam/Sir:

We, the undersigned, offer “**Development of Awareness Materials on Sound Management of Chemicals**” in accordance with your Request for Proposal dated [xxx] and Technical Proposal. The attached Financial Proposal is for the sum of [Insert amount(s) in words and figures in MVR]. This amount is inclusive of the all local taxes.

The Financial Proposal shall be binding upon myself subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Company:

Address:

FIN FORM 2 – Financial Breakdown Form

No.	Description	MVR
	Total:	
	GST/Applicable tax:	
	Total with GST/Applicable tax:	

Indicate the total cost with detail cost to be paid in Maldivian Rufiyaa (MVR).

Note: The total contract price should be quoted inclusive of Goods and Services Tax (GST) or any applicable taxes as per the Tax Legislation and must be shown in the breakdown.

Proposals must remain valid up to 90 days after the submission date.