



MINISTRY OF ENVIRONMENT AND ENERGY

Male' Republic of Maldives

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TERMS OF REFERENCE

Development of Awareness Material

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Prepared by:

Project Management Unit

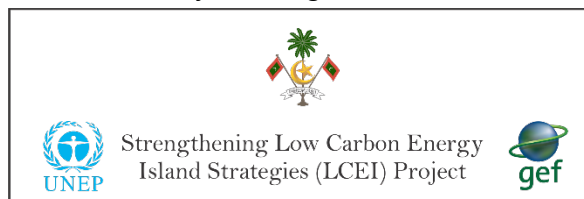


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1. Introduction & Background

The Government of Republic of Maldives represented by the Ministry of Environment and Energy (MEE) has allocated funds under the project Strengthening Low Carbon Energy Island Strategies (LCEI) and intends to procure services of a Design and Production Company to undertake the “**Development of Awareness Material**”.

The Project “Strengthening Low Carbon Energy Island Strategies Project (LCEI)”, implemented by Ministry of Environment and Energy (MEE) with support from UNEP and funded by the Government of Maldives and the Global Environmental Facility (GEF) aims to reduce greenhouse gas (GHG) emissions through energy efficiency in the building sector. The project will focus on increasing energy efficiency in the building sector by developing appropriate policies, guidelines and standards and through public education and advocacy.

2. Scope of Works

The purpose of this consultancy is to develop awareness materials which will be used by the LCEI project.

1. Development of awareness posters

| # | Task | Requirements |
|----|--|--|
| 1. | Designing posters for the messages in Table 1 | <ul style="list-style-type: none"> ○ The design should be vector graphics, not a bitmap image ○ Posters should be provided in Dhivehi and English. ○ The posters should advocate energy efficiency and energy conservation to reduce GHG emissions. ○ The posters should target a variety of audiences including students, civil society and public at large. The stakeholders and beneficiaries will be the entire Maldivian community. ○ If characters needs to be used in the posters, characters given in Figure 1 should be used. ○ The posters should be simple and visually appealing in delivering messages with minimum number of text. ○ The posters should be colorful and interesting. ○ The messages provided in table 1 can be changed depending on the design of the poster if needed ○ Minimum 8 posters should be provided in landscape format, minimum 8 posters should be provided in portrait format and the remaining posters can be either. |
| 2. | Vertical roll up banner stand | <ul style="list-style-type: none"> ○ Quantity required: 6 Nos ○ Selected 6 posters by MEE should be printed in to canvas and installed in to the banner stand. ○ Size: 6.5ft Height, 2.5ft Width ○ Should provide carry case for each banner stand |
| 3. | Vertical x-back banner stand | <ul style="list-style-type: none"> ○ Quantity required: 6 Nos ○ Selected 6 posters by MEE should be printed in to canvas |

| | |
|--|---|
| | <p>and installed in to the banner stand.</p> <ul style="list-style-type: none"> ○ Size: 6ft Height, 3ft Width ○ Should provide carry case for each banner stand |
|--|---|

Table 1: Message to develop awareness posters

| ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ | |
|----------------|--|
| 1 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ 25 ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 2 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 3 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 4 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 5 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 6 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 7 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 8 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 9 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| ᐱᐱᐱᐱ ᐱᐱᐱᐱ | |
| 10 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 11 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 12 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| ᐱᐱᐱᐱ ᐱᐱᐱᐱ | |
| 13 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 14 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 15 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 16 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |
| 17 | ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ ᐱᐱᐱᐱ |

| | | | | | |
|-----------|----|----|----|----|----|
| 18 | 18 | 18 | 18 | 18 | 18 |
| 19 | 19 | 19 | 19 | 19 | 19 |
| 20 | 20 | 20 | 20 | 20 | 20 |
| 18 | | | | | |
| 21 | 21 | 21 | 21 | 21 | 21 |
| 22 | 22 | 22 | 22 | 22 | 22 |
| 23 | 23 | 23 | 23 | 23 | 23 |
| 24 | 24 | 24 | 24 | 24 | 24 |
| 18 | | | | | |
| 25 | 25 | 25 | 25 | 25 | 25 |
| 26 | 26 | 26 | 26 | 26 | 26 |
| 27 | 27 | 27 | 27 | 27 | 27 |
| 28 | 28 | 28 | 28 | 28 | 28 |
| 29 | 29 | 29 | 29 | 29 | 29 |
| 30 | 30 | 30 | 30 | 30 | 30 |
| 31 | 31 | 31 | 31 | 31 | 31 |
| 18 | | | | | |
| 32 | 32 | 32 | 32 | 32 | 32 |
| 33 | 33 | 33 | 33 | 33 | 33 |
| 18 | | | | | |
| 34 | 34 | 34 | 34 | 34 | 34 |
| 35 | 35 | 35 | 35 | 35 | 35 |
| 36 | 36 | 36 | 36 | 36 | 36 |

| | |
|----|--|
| 37 | ناتربسج سؤرتس هاروقوريسسؤوريسر سؤرتس هؤنيس زهرترناروقور |
| 38 | اريسس برسؤور في سرتسؤور فسسؤور زاسؤوريسر فترسؤوريسر سرتسؤوريسر هاروقور |
| 39 | هسرتسؤوريسر سرتسؤور سؤوريسر ارتر ارسؤوريسر سرتسؤوريسر سرتسؤوريسر هاروقور |



Figure 1: Characters to be used in the posters

2. Designing of promotional material

| # | Task | Requirements |
|----|----------------------|---|
| 1. | Backdrop | <ul style="list-style-type: none"> ○ The design should be vector graphics, not a bitmap image ○ The design should represent the goal and objectives of the LCEI project, ○ The design of the backdrop should relate to the local context. ○ Minimum 3 design should be submitted for the selection ○ Should include requested modifications to the selected design by the Ministry without any additional cost. |
| 2. | Promotional material | <ul style="list-style-type: none"> ○ Design of T-Shirt, caps, Sticker, Notebook and Pen ○ The T-Shirt design should be simple and easy to be printed on T-Shirt. ○ Note book size is A5 and for the cover designed backdrop should be used. ○ Should include designed posters in the note book. |
| 3. | Info graphics | <ul style="list-style-type: none"> ○ Design 10 info graphics using the messages given in table 1 and information provided by MEE. ○ The design should be vector graphics, not a bitmap image. ○ Each Info graphics should be provided in Dhivehi and English. ○ The info graphics should target a variety of audiences including students, families, civil society and public at large. The stakeholders and beneficiaries will be the entire Maldivian community. ○ The info graphics should be simple and visually appealing in delivering messages. ○ The info graphics should be colorful and interesting |
| 4. | Leaflet | <ul style="list-style-type: none"> ○ Using the messages given in table 1 and posters designed for task 1 design 7 leaflets ○ Size: A4 ○ Design of the leaflet should be simple and visually appealing in delivering messages. |

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.

3. Deliverables

| # | Deliverable | Detail |
|---|-------------------------------|---|
| 1 | Posters (Dhivehi and English) | <p>Editable high resolution print-ready format of the 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 • 470x470 pixels (Facebook share image) • 440x220 pixels (twitter in-stream photo) |
| 2 | Vertical roll up banner stand | Selected 6 posters by MEE should be printed in to canvas and installed in to the banner stand. Should provide carry case for each banner stand |
| 3 | Vertical x-back banner stand | Selected 6 posters by MEE should be printed in to canvas and installed in to the banner stand. Should provide carry case for each banner stand |
| 4 | Backdrop | <p>Editable high resolution print-ready format of the backdrop design in the following format</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) <p>The backdrop should be supplied in the following file type:</p> <ul style="list-style-type: none"> • PNG • JPG • PDF <p>The backdrop should be provided in the following size:</p> <ul style="list-style-type: none"> • 1920x1080 pixels • Facebook page cover photo size • Twitter cover photo size |
| 5 | Promotional materials | <p>Design of T-Shirt, Caps, Sticker, Notebook and Pen in the following format</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) • PDF |
| 6 | Info graphics | <p>Editable high resolution print-ready format of the info graphics in the following format</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) <p>The info graphics should be supplied in the following file type:</p> <ul style="list-style-type: none"> • PNG |

| | | |
|---|----------------|--|
| | | <ul style="list-style-type: none"> • JPG • PDF <p>All info graphics should be provided in the following sizes</p> <ul style="list-style-type: none"> • 1920x1080 pixels • 470x470 pixels (Facebook share image) • 440x220 pixels (twitter in-stream photo) |
| 7 | Leaflet design | <p>Editable high resolution print-ready format of the leaflet in the following format</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) • PDF <p>leaflet in electronic format with improved visual presentation in a harmonized way</p> <p>Printed copy of the Leaflet with the final layout</p> |

4. Duration of the consultancy

Duration of the assignment is 4 calendar months upon signing the contract.

5. Reporting Requirements

- Consultants are expected to work closely with the LCEI project management unit. The consultants will report directly to LCEI Project Manager.
- The consultants shall attend progress meetings once every 2 weeks with the LCEI PMU. Team leader and key members must participate in the progress meetings.
- For meetings held under this consultancy, the Minutes of Meeting must be provided to the Project Management Unit within 2 days of the meeting.

6. Requirements for Experience and Qualifications

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

- Minimum diploma in relevant field
- 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 work experience with similar projects within government institutions is an asset

7. Selection criteria

The following criteria's will be applied during the evaluation of the proposals and attention should be paid while preparing the proposals.

| # | Criteria | Score Weight [%] |
|----|---|------------------|
| 1. | Relevant education and qualifications of team leader | [10] |
| 2. | Experience in similar assignments | [05] |
| 3. | Specific experience in designing and developing graphics related to energy efficiency or environment related filed. | [15] |
| 4. | Leaflet design | [15] |
| 5. | Poster design | [15] |
| 6. | Proposed financial value | [40] |
| | Total | [100] |

8. Payment

Payments will be in Maldivian Rufiyaa in accordance with the schedule specified below:

| REQUIREMENT | ALLOCATION |
|---|------------|
| Submission and approval of concept for posters and approval of design of backdrop based on the 3 designs submitted for the selection. | 15% |
| Submission and approval of designs for posters | 30% |
| Submission and approval of designs for info graphics, leaflet and promotional materials | 20% |
| Upon acceptance of end products as specified in the deliverables | 35% |

9. Intellectual property

The Consultant must agree to the explicitly that all components of the works submitted are indeed original creations of the firm. Any intellectual property infringement, misuse of plagiarism of another's work in any form or state will result in immediate termination of the contract. In addition the Ministry will not bear any responsibility for the firm's use of copyright materials and the firm should bear full responsibility of the consequences.

10. Additional Information

The Project Management Unit of Strengthening Low Carbon Energy Island Strategies of MEE has overall responsibility for the management of the contract and contractual reporting obligations. The proponent is, however, expected to work closely with the Maldives Energy Authority and Climate Change Department and Energy Department of MEE during the course of the assignment.

All outputs and materials produced as part of this TOR shall be handed over to Project Management Unit (PMU) of Strengthening Low Carbon Energy Island Strategies at the end of the contract and will become the Ministry of Environment and Energy's sole property.

ANNEX 1: STANDARD FORMS

1. STANDARD FORMS

FORM -1: PROPOSAL SUBMISSION FORM

[*Location, Date*]

To: [*Name and address of Client*]

Dear Sirs:

We, the undersigned, offer to provide the **“Development of Awareness Material”** in accordance with your Request for Proposal dated [*Insert Date*] and our Proposal. We are hereby submitting our Proposal; our financial offer is for the sum of [*Insert amount(s) in words and figures (Should quote the amount in Maldivian Rufiyaa)*] which is inclusive of the local taxes.

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 staff. Our 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 fulfill the requirements of the terms of reference.

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 Firm: _____

Address: _____

FORM-2: TEAM COMPOSITION AND TASK ASSIGNMENT

| Name of Staff | Position Assigned | Task Assigned |
|---------------|-------------------|---------------|
| | | |
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| | | |
| | | |

