



# MINISTRY OF ENVIRONMENT, CLIMATE CHANGE & TECHNOLOGY

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MALE', REPUBLIC OF MALDIVES

Announcement Reference No: (IUL)438-ENV/438/2022/5

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## Development of Public Awareness Videos on Food Cold Chains

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*[6th January 2022]*

*Prepared by:*

National Ozone Unit

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## 1. Introduction & Background

Maldives is a Party to the Montreal Protocol on Substances that Deplete the Ozone Layer and has acceded to the Vienna Convention and Montreal Protocol in May 1998. To date, Maldives has phased out several ozone depleting substances (ODSs). To comply with its obligations under the Montreal Protocol, Maldives banned Chlorofluorocarbons (CFCs) and phased-out Hydrochlorofluorocarbons (HCFCs) at the start of 2020 through the implementation of a 10-year HCFC Phase-out Management Plan (HPMP).

With the import control on HCFCs accompanied with the ban on HCFC based equipment in December 2015, a tremendous increase in the import of Hydrofluorocarbons (HFCs), an alternative refrigerant to HCFCs, has been observed in the recent years. Unlike CFCs and HCFCs, HFCs do not have an ozone depleting potential and are not considered as ODSs, rather they have a very high global warming potential (GWP) and are greenhouse gases that contribute to climate change. In January 2019, Maldives ratified the Kigali Amendment (KA) which proposes to phase down the production and usage of HFCs by mid-2040.

CFCs, HCFCs and HFCs are synthetic chemicals used in cooling sector applications such as refrigeration and air-conditioning, foams, solvents and aerosols. In Maldives these chemicals are mainly used in the refrigeration and air-conditioning servicing sector. These chemicals are most commonly used to service equipment in the fishing, tourism and food processing industries.

Undertaking the Kigali Amendment is a significant milestone in global environmental protection as its achievement could help to reduce the global temperature rise by 0.5 degree Celsius by the year 2100. Maldives is scheduled to begin work in phasing down HFCs in 2024 and is currently in the preparatory stage for an HFC phase down, which includes analysis into existing food cold chains throughout the country. Food cold chains refer to the sequence of a temperature-controlled supply chain of food from raw material to final consumption. This sequence includes collection, preparation, packaging, storage, distribution, retail holding, display, purchase, and home storage until disposal. Refrigerants are vital to sustain the low temperatures needed throughout this process to prolong shelf-life, however it has been observed that food cold chains are often cooled by HFCs, with expanding use projected in the future.

## **2. Scope of Works**

### **Objectives**

The objective of the assignment is to develop two public awareness videos that document the process of food cold chains, from initial raw materials being harvested up until the end consumer has discarded the food. The videos should be focused on:

- a) Video 1 – Food Cold Chains in the Fishing Sector:
- b) Video 2 – Food Cold Chains in the Agricultural Sector

### **Key Audiences**

Listed below are the targeted audiences, but are not limited to;

1. Consumers
  - Residential/Households
  - Educational (Schools, Colleges, Universities etc.)
  - Governmental/regulatory bodies
  - Businesses
  - Resorts, hotels and guesthouses
2. Importers, wholesalers and retailers

### **Scope**

The Ministry of Environment, Climate Change & Technology (MECCT) is seeking a company or agency to design and produce two short videos that document the cold chain process and bring awareness to food cold chains in the Maldives. One video focuses on the fishing sector, while the second video focuses on the agricultural sector. The video on fishing sector should show realistic footage that documents the process of how fish from the ocean ends up as a local meal on our plates at home, while the video on the agricultural sector should be animated and targeted towards a younger audience, with the same general sequence being shown. Both videos are under the wider umbrella theme of food security and the associated links to human health, wellbeing and the cooling sector as a result of the cold chain sequence. The videos should target a variety of audiences, aiming to raise awareness amongst families, students, and the general public.

The table below summarises the scope of assignment and main scenes expected to be covered in the video in order to achieve the aforementioned objective.

<b>Video on Food Cold Chains</b>	<b>Target group</b>	<b>Suggested Scenes/Main topics covered</b>	<b>Output</b>
<b>Fishing Sector</b>	<p>Families Students Fisheries Sector General Public Importers</p>	<ul style="list-style-type: none"> <li>• Fishing vessels/fishermen catching fish</li> <li>• Storage of fish on fishing vessel</li> <li>• Transport of fish by vessel to factory</li> <li>• Processing of fish</li> <li>• Packaging of fish</li> <li>• Any on site storage at the fish factory</li> <li>• Transport of fish from factory to retailers/markets</li> <li>• Any storage of fish by retailers/markets</li> <li>• Display of fish at shops/market</li> <li>• Purchase of fish</li> <li>• Transport of fish by consumer to household</li> <li>• Storage of fish at household</li> <li>• Cooking of fish</li> <li>• Serving fish to household as a meal</li> <li>• Storage of leftovers</li> <li>• Final consumption of fish/disposal of fish</li> <li>• Any other scene relevant to food cold chain</li> </ul> <p>Main topics:</p> <ul style="list-style-type: none"> <li>• Food Security</li> <li>• Importance of cold chains</li> <li>• Need for sustainable cooling of food to avoid rapid expiration</li> </ul>	<p>3- 5 minute short film/ video x 1</p>
<b>Agricultural Sector</b>	<p>Children Students Families Agricultural Sector Farmers General Public</p>	<ul style="list-style-type: none"> <li>• Planting seeds and time-lapse of crop growing in a farming island (based on a fruit/vegetable that is grown locally)</li> <li>• Harvesting of crop</li> <li>• Storage of crop at farm</li> <li>• Preparing/packaging crop for transport</li> </ul>	<p>2-3 minute long animation or stop motion video spot / video x 1</p>

		<ul style="list-style-type: none"> <li>• Transport of food to retailers/market</li> <li>• Storage of food at retailers/market</li> <li>• Purchase of food</li> <li>• Transport of food by consumer to household</li> <li>• Storage of food at household</li> <li>• Use of food in cooking</li> <li>• Servicing of food to household as a meal</li> <li>• Storage of leftovers</li> <li>• Final consumption of food/disposal of food</li> <li>• Any other scene relevant to food cold chain</li> </ul> <p>Main topics:</p> <ul style="list-style-type: none"> <li>• Food Security</li> <li>• Importance of cold chains</li> <li>• Need for sustainable cooling of food to avoid rapid expiration</li> </ul>	
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The narration during the videos will be done in Dhivehi with options to include subtitles (in both Dhivehi and English).

All raw footage and rough cuts taken throughout the consultancy must be provided to MECCT.

### **Indicative Tasks**

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

1. Develop a public awareness video to document the food cold chain process in fisheries sector
  - a. Review relevant documents surrounding food cold chains (which will be provided by MECCT) and develop a concept that is relevant to the local situation.
  - b. Based on approved concept, develop a story board that indicates all scenes to be recorded and propose a script for MECCT approval.
  - c. Update work plan for filming/shooting scenes at various sites as listed above in Section 4.

- d. Recording and/or procuring of musical scores and video footage, including the securing and maintaining of copyrights for the minimum of two years
  - e. Sound mixing, editing and other necessary post-production operations.
  - f. Acquiring film permits and drone permits for shootings to be taken on required locations.
  - g. Inserting subtitles, logos, Ministry's details or any messages, as instructed by MECCT
  - h. Facilitating any voice-overs needed for the videos, as per the agreed upon concept
  - i. Providing rough cuts and drafts to MECCT and revising as instructed by MECCT
  - j. Produce final video for MECCT's approval
2. Develop an animation/stop motion video to document the food cold chain process in agricultural sector
- a. Review relevant documents surrounding food cold chains (which will be provided by MECCT) and develop a concept that is relevant to the local situation.
  - b. Based on approved concept, develop a story board that indicates all scenes and characters, and propose a script for MECCT approval.
  - c. Animating, Recording and/or procuring of musical scores and video footage, including the securing and maintaining of copyrights for the minimum of two years
  - d. Sound mixing, editing and other necessary post-production operations.
  - e. Inserting subtitles, logos, Ministry's details or any messages, as instructed by MECCT
  - f. Facilitating any voice-overs needed for the videos, as per the agreed upon concept
  - g. Providing rough cuts and drafts to MECCT and revising as instructed by MECCT
  - h. Produce final video for MECCT's approval.

### 3. Deliverables

Deliverable		Delivery Date*
<b>Video on Food Cold Chains in Fisheries Sector</b>		
1	Storyboard	By 14 <sup>th</sup> day of contract
2	Initial draft of video	By 90 <sup>th</sup> day of contract
3	Final 3-5 minute short film/ video	By 120 <sup>th</sup> day of contract
<b>Video on Food Cold Chains in Agricultural Sector</b>		
4	Storyboard	By 14 <sup>th</sup> day of contract
5	Initial draft of video	By 90 <sup>th</sup> day of contract
6	Final 2-3 minute long animation or stop motion video spot	By 120 <sup>th</sup> day of contract

\* **From the date of contract signing**

**Note:** Videos should be provided 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.

### 4. Duration of the Consultancy

Duration of the assignment is 120 days upon signing the contract.

The interested party is required to submit a work schedule for the duration of 120 calendar days, which will start from the day the contract is signed, refer to Form-5 in the Annex.

### 5. Payment

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



REQUIREMENT	ALLOCATION
1. Completion of deliverable 1 & 2	10%
2. Completion of deliverable 3	40%
3. Completion of deliverable 4 & 5	10%
4. Completion of deliverable 6	40%
<b>Total</b>	<b>100%</b>

## 6. Requirements for Experience and Qualifications

In executing this TOR, the proponent is expected to meet the following eligibility criteria and should provide CVs and commitment letters of the main team members who will be evaluated.

#	Post	Nos
1	Marketing/PR/Media expert	1
2	Creative Designer	1
3	Technical Consultant	1

Details of any other support persons and positions must be included in Standard Form 5.

### 1) Marketing/PR/Media expert (Team leader)

- Academic qualification
  - Must have Bachelor’s degree in relevant field e.g. Journalism, Public Relations, Marketing, Communications or related field
- Professional experience
  - Minimum two (2) year experience in any form of media, more experience will score higher points

- Demonstrate experience in having developed similar awareness programmes / and or having implemented public awareness/communication activities
- Experience and creativity in proposing concepts to engage general public
- Knowledge and understanding of cold chains in the Maldives will be an added advantage
- Experience in formulating public awareness campaigns in the Maldives is an added advantage
- Must have excellent presentation and report writing skills in English.
- Must have excellent speaking, reading, report writing and presentation skills in English and Dhivehi

## **2) Creative Designer**

- Academic qualification
  - Must have diploma qualification in a videography, design and / or multimedia field
- Professional experience
  - Minimum two (2) year experience in videography/motion designing/animaton, more experience will score higher points
  - Experience in developing documentary style videos and knowledge of producing videos for awareness purposes, knowledge of operating drones and other relevant technologies.
  - Experience in awareness campaigns.
  - Must have excellent communication skills in Dhivehi and English.
  - Must have the ability to work well in a team

## **3) Technical Consultant**

- Academic qualification
  - Must have Bachelor's degree in relevant field e.g. Environmental Management, Sustainable Development, Engineering, Environmental Sciences, Environmental Health, Occupational Health etc.
- Professional experience
  - Minimum two (2) year experience in videography, more experience will score higher points. Experience in a field related to environment/cooling sector/environmental health is added advantage
  - Knowledge and understanding of food cold chains, food security and cooling sector projects in the Maldives will be an added advantage
  - Knowledge and understanding of Montreal Protocol and Kigali Amendment is an added advantage

- Demonstrated experience in writing reports/journals/articles in Dhivehi and English
- Must have excellent presentation and report writing skills in English
- Must ensure videos produced follow a factually accurate concept, ensure scripts are factual and relevant to the scope of the assignment

## 7. Evaluation and comparison of proposals

### 7.1 Preliminary Examination

The Client will examine the proposals to determine whether they are complete, the documents have been properly signed and the proposals are generally in order, and all the documents stated in Section 9 (Submission requirements) have been included in the proposal.

Prior to the detailed evaluation, the Client will determine the substantial responsiveness of each proposal to the Terms of Reference (TOR).

If a proposal is determined as incomplete or as not substantially responsive, Client has authority to reject the proposal.

### 7.2 Evaluation of Proposals

Evaluation Criteria	Score Weight [%]	Documents Allocated
<p><b><u>Experience of Vendor (20 %)</u></b></p> <p>No. of similar projects/assignments carried out (based on the reference letters provided) [2 marks for each assignment]</p> <p>No. of social awareness material developments carried out (based on the reference letters provided) [2 marks for each assignment]</p>	<p>10%</p> <p>10%</p>	<p>Based on project completion letters</p> <p>Based on project completion letters</p>
<p><b><u>Technical Qualifications (50%)</u></b></p>		

<p><b>Marketing/PR/Media Expert (Team Leader)</b></p> <p>Academic qualification [Minimum Bachelors Degree]</p>	<p>5%</p>	<p>Based on certificate copy submitted</p>
<p>Professional Experience [Minimum 2 years, 5 marks per year]</p> <p><b>Creative Designer</b></p> <p>Academic qualification [Minimum Diploma]</p> <p>Professional Experience [Minimum 2 years, 5 marks per year]</p> <p><b>Technical Consultant</b></p> <p>Academic qualification [Minimum Bachelors Degree]</p> <p>Professional Experience [Minimum 2 years]</p>	<p>15%</p> <p>5%</p> <p>15%</p> <p>5%</p> <p>5%</p>	<p>Based on years of experience from reference letters</p> <p>Based on certificate copy submitted</p> <p>Based on years of experience from reference letters</p> <p>Based on certificate copy submitted</p> <p>Based on years of experience from reference letters</p>
<p><b><u>Financial Proposal (30%)</u></b></p> <p>(The Financial Proposal will be evaluated by applying the following formula)</p> <p><math>S_f = 30 \times F_q / F</math>, in which <math>S_f</math> is the financial score, <math>F_q</math> is the <u>Lowest Financial Quote received</u> and <math>F</math> is the price of the proposal under consideration.)</p>	<p>30%</p>	<p>Based on <b>FORM-2: FINANCIAL BREAKDOWN</b></p>
<p><b>TOTAL</b></p>	<p><b>100%</b></p>	

### 7.3 Financial Situation Evaluation

- a. To be eligible the financial statements of the bidding party must show, minimum annual turnover of **MVR 250,000.00**, for the year 2020.  
(or)
- b. To be eligible the financial statements of the bidding party must show, Minimum value of **MVR 250,000.00**, for liquid asset, for the year 2020.  
(or)
- c. For business mentioned in the section **9**, to be eligible the business's bank statement must show a credit balance of minimum **MVR 250,000.00**  
(or)
- d. If bidding party is unable to meet any of the above requirement they shall submit "Line of Credit Letter" (credit limit shall be no less than **MVR 25,000.00**)

MECCT reserves the right to undertake a post-qualification exercise aimed at determining to its satisfaction, the validity of the information provided in the proposal. Such post-qualification shall be fully documented and, among those that may be listed in the Annex 2, may include, but need not be limited to, all or any combination of the following:

- a) Verification of accuracy, correctness and authenticity of information provided by the proponent on the legal, technical and financial documents submitted;
- b) Validation of extent of compliance to the TOR requirements and evaluation criteria based on what has so far been found by the evaluation team;
- c) Inquiry and cross-checking with other previous clients on the quality of performance on ongoing or previous contracts completed;

## 8. Additional Information

The National Ozone Unit of MECCT has overall responsibility for the management of the contract and contractual reporting obligations.

Documents and data provided by the government for the purpose of this assessment which is not of public nature shall be considered confidential and should not be disclosed to any other party. All outputs and materials produced as part of this TOR shall be handed over to the National Ozone Unit at the end of the contract and will become the sole property of MECCT.

Vendors are expected to work closely with the National Ozone Unit of the MECCT. The vendors will report directly to the National Ozone Unit. The vendors shall attend progress meetings once every deliverable is completed. Team members in post(s) under section 8 (Requirements for Experience and Qualification) must participate in the progress meetings.

For meetings held under this consultancy, the Minutes of Meeting must be provided to the National Ozone Unit.

## 9. Submission Requirements

All applicants must submit the following documents required to demonstrate their capacity and experience to carry out the services stated in the TOR.

### **DOCUMENT PRECHECK**

- Copy of Business (company/partnerships/institutions/sole proprietorship) registration certificate.
- Copy of notification of Tax registration
- SME registration certificate
- Copy GST registration (if applicable)
- **FORM -1: PROPOSAL SUBMISSION FORM (signed by the owner of the entity)**
- Completed **Form 2: FINANCIAL BREAKDOWN FORM** – Financial proposal should include GST (if applicable), rate per video and total price for work
- Completed **Form 3: LETTER OF COMMITMENT (signed by the Marketing Expert OR Creative Expert)**
- CV's of the proposed team of Marketing Expert, Creative Designer and Technical Expert
- Copy of national identity card for Marketing Expert, Creative Designer and Technical Expert
- Attested copies of educational qualifications of the Marketing Expert, Creative Designer and Technical Expert
- Completed **Form 4: WORK SCHEDULE**
- Summary on similar works (experiences) performed in the past – Please provide links, Reference letters (emails from respective clients are also acceptable) or copies of the samples of relevant works.
- Relevant documents for the Financial Situation Evaluation
- **FORM-5: DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT**

**Note 01: All bidders should clearly identify the team (Marketing Expert, Creative Designer and Technical Expert) in the proposal.**

**Note 02: If a Sole proprietorship is interested in submitting proposal for this assignment the proposed Marketing Expert OR Creative Designer should be the owner of the Sole proprietorship.**

## **10. Submission**

If you have any questions, please contact Project Assistant, Ibrahim Fauzaan Fathuhulla (phone: 3018361 / email: [environment@environment.gov.mv](mailto:environment@environment.gov.mv)) before 1100 Hours - Tuesday (11 January 2022).

Applications must be submitted to the Ministry of Environment, Climate Change and Technology no later than 1100 Hours on 17<sup>th</sup> January 2022. Proposals will be opened in the presence of the representative who choose to be present at the address below at the time of proposal opening:

Ministry of Environment, Climate Change & Technology  
Green Building, Handhuvaree Hingun, Maafannu  
Male', 20392, Republic of Maldives

Proposals must be delivered and addressed in sealed envelopes to the following address:

### **Procurement Section**

Ministry of Environment, Climate Change & Technology  
Green Building, Handhuvaree Hingun, Maafannu  
Male', 20392, Republic of Maldives

Email: [procurement@environment.gov.mv](mailto:procurement@environment.gov.mv)

Website: [www.environment.gov.mv](http://www.environment.gov.mv)

Project name: Development of Public Awareness Videos on Food Cold Chains

## ANNEX 1: STANDARD FORMS



## FORM -1: PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of Client]

Dear Sir/Madam:

We, the undersigned, offer to provide the **“Development of Public Awareness Videos on Food Cold Chains”** in accordance with your Terms of Reference 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 MVR)] which is inclusive of the all applicable 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.

Proposal validity is for a period of [Insert number of days, 60 days minimum] days. If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the methodology and 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 fulfil the requirements of the terms of reference.

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

Yours sincerely,

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

**FORM-2: FINANCIAL BREAKDOWN**

	<b>Description</b>	<b>MVR</b>
	<b>Total :</b>	
	<b>GST/Applicable tax :</b>	
	<b>Total with GST/Applicable tax:</b>	

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

Note: All travel costs should be included in the financial breakdown.

### FORM-3: LETTER OF COMMITMENT

[ *Date* ]

[Company Name]

[Road Name]

Male'

Maldives

**Re: Development of Public Awareness Videos on Food Cold Chains , Ref no:**

\_\_\_\_\_

Dear Sir/Madam,

I am writing to confirm my availability to provide services as \_\_\_\_\_ to the **Development of Public Awareness Videos on Food Cold Chains** for the Ministry of Environment, Climate Change & Technology

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

I undertake, if this proposal is accepted upon receipt of the Ministry of Environment, Climate Change & Technology's notice, to commence performance of the services with due expedition and without delay.

Yours sincerely,

Name: \_\_\_\_\_

Passport /ID card No: \_\_\_\_\_

Date: \_\_\_\_\_

Signatory: \_\_\_\_\_

### FORM-4: WORK SCHEDULE

	<i>[1st, 2nd, etc. are days from the start of assignment.]</i>												
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	...
Activity (Work)													
_____													
_____													
_____													

## **FORM-5: DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT**

*Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:*

- a) Technical Approach and Methodology, and*
- b) Work Plan*

*a) Technical Approach and Methodology. In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.*

*b) Work Plan. In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the data. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan.*