



MINISTRY OF ENVIRONMENT

MALE', REPUBLIC OF MALDIVES

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Development of a Public Awareness Campaign on Energy Efficiency Standards and Labelling Programme in Maldives

[9th December 2020]

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Strengthening Low Carbon Energy
Island Strategies (LCEI) Project



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1. Introduction & Background

The Government of Maldives (GoM) are working to develop and implement Energy Efficiency Standards & Labelling (S&L) programme for high energy consuming electrical appliances under the Strengthening Low Carbon Energy Island Strategies (LCEI) Project. The S&L programme is expected to help consumers identify and base their purchase decisions on lifetime appliances costs as opposed to only upfront costs. This programme is carried out under 4.4; Jazeera Dhirulhun, Clean energy of the Strategic Action Plan 2019 – 2023 of the government of Maldives. It is also in line with Maldives commitments to the Montreal Protocol on Substances that Deplete the Ozone layer.

The S&L programme will be implemented by Maldives Energy Authority (MEA). It is a semi-autonomous body under the Ministry of Environment (ME), with the mandate to regulate the energy sector.

The LCEI project is designed with a goal of market transformation for energy efficient technologies in buildings and the built environment in the Maldives; and promotion of energy efficiency investments in buildings. The project will not only target energy efficient technologies, but will also promote emerging low carbon energy technologies for the building sector.

LCEI Project is funded by the Global Environment Facility (GEF) and implemented by the Ministry of Environment with support from UN Environment. The project aims to reduce greenhouse gas (GHG) emissions through energy efficiency in the building sector.

The LCEI project is seeking a qualified vendor to develop public awareness campaign on S&L programme.

2. Objective

The objective of the assignment is to:

- a) Develop a nationwide public awareness campaign focused on the Standards and Labelling (S&L) Programme in the Maldives to inform target audience on the energy consumption and energy loads of various electronic appliances, thereby enabling them to make informed choices about efficient electrical appliances in the Maldivian Market.

b) Develop creative materials required for LCEI project

3. Key Audiences

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

1. Consumers
 - Government
 - Educational
 - Residential/Households
 - Business
 - Resorts, hotels and guesthouses
2. Importers, wholesalers and retailers

4. Scope of Assignment

The scope of work involves the following tasks to achieve the objective above;

1. Develop a marketing strategy and plan for a public awareness campaign for the S&L Programme. The marketing strategy and plan is intended to be used as a long term guiding document which can be used by the implementing agency when designing further marketing material.
2. Based on the marketing strategy and marketing plan, design and develop selected materials to implement the developed public awareness campaign for the S&L Programme.
3. Design and develop video materials and design layout for LCEI project outputs.

5. 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 marketing strategy and marketing plan for a public awareness campaign for the S&L Programme.

- a. Review relevant documents developed for the implementation of S&L programme in the Maldives and related documents to this assignment. The Ministry requires the awareness campaign to be developed based on, but not limited to the following documents:
 - Consumer Behaviour Study: This study was conducted in selected islands of Maldives on energy efficiency awareness in Maldives
 - Programme Summary of the Energy Efficiency Labelling Programme: This document will be shared with the selected consultant. The document will provide in depth information regarding the programme and its implementation.
 - Social marketing strategy: This sample document demonstrates the level of detail expected in the marketing strategy and marketing plan to be submitted to the Ministry.
 - b. Develop and present outline of the awareness campaign. This is expected to be a summary of the marketing strategy and what it will focus on.
 - c. Develop the marketing strategy which shall outline the methodology and approaches to be utilized and targets to be achieved in delivering the plan.
 - d. Develop the marketing plan, providing the phases of awareness creation. The plan should include the objective, expected outcome, key messages, briefs and methods or tactics that can be used to appeal to different target audiences. The marketing plan must include the outline and specification of promotional materials. It must also include the timeline of the campaign that will achieve the defined targets.
2. Design and develop materials required to implement the public awareness campaign for the S&L Programme. The following materials should be developed in both Dhivehi and English language;
 - 20 poster designs
 - 2 flyer designs
 - 10 articles (graphics should be used depending on the article)

- 10 comic strips (3 to 5 frames)
 - 15 Video Clips / Video Spots / Animations to be used in social media and broadcast media – 30 or 60 Second (Dhivehi with English subtitles)
 - 5 Video Reports – 3 to 8 minutes (Dhivehi with English subtitles)
3. Design and develop promotional materials required for LCEI project promotion
- Design and layout the publication of 5 reports produced by the project (approximately 250 pages per report)
 - Develop 5 video reports (3 – 8 minutes) in Dhivehi with English subtitle on success stories of project activities.
4. The following quantities should be printed
- 1000 posters
 - 2000 stickers

6. Deliverables

Deliverable	Delivery Date*
<ul style="list-style-type: none"> • 2 video reports • 3 Posters • Present the outline of the marketing strategy and plan for a public awareness campaign for the S&L Programme. 	30 Days
<ul style="list-style-type: none"> • Submission and acceptance of final marketing strategy and plan for a public awareness campaign for the S&L Programme. • Draft layout concepts for 17 posters • Draft layout concept for 2 flyers • Draft layout concept for 10 comic strips 	60 days
<ul style="list-style-type: none"> • Draft 10 articles • Draft concept for 15 video Clips / video Spots / animations • Draft concept for 8 video reports • Draft 3 layouts of the publications 	120 days
<ul style="list-style-type: none"> • Final design for 17 posters • Final design for 2 flyers • Final design for 10 comic strips 	180 days
<ul style="list-style-type: none"> • Printed 1000 posters • Printed 2000 stickers • Final 3 layouts of the publications 	200 days
<ul style="list-style-type: none"> • Final 10 articles • Final 15 video Clips / video Spots / animations • Final 4 video reports (S&L awareness) • Draft 2 layouts of the publications 	240 days
<ul style="list-style-type: none"> • Final 4 video reports (Success stories of project activities) • Final 2 layouts of the publications • Submission of all final materials as stated in Annex 3 	365 days

* **From the date of contract signing**

7. Duration of the Consultancy

Duration of the assignment is 12 calendar months upon signing the contract.

8. 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 expert	1
2	Creative Designer	1
3	Technical consultant	1

Details of any other support persons and positions must be included in Standard Forms 3 and 4.

1) Marketing/PR 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
 - Knowledge and understanding of energy programmes and projects 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 graphic design and / or multimedia field
- Professional experience
 - Minimum two (2) year experience in designing field, more experience will score higher points
 - Experience in developing effective strategies for mass communication and knowledge of media production, communication and dissemination techniques and methods including creative awareness via written, oral, visual and social media
 - Experience in designing advocacy and awareness materials.
 - Experience in concept and design development of graphic templates, posters, flyers signage etc.
 - 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
- Professional experience
 - Minimum two (2) year work experience. More experience will score higher points. Experience in a field related to environment/energy sector is an added advantage.
 - Knowledge and understanding of energy programmes and projects in the Maldives will be an added advantage
 - Knowledge and understanding of standards and labelling programme 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 have excellent speaking, reading, report writing and presentation skills in English and Dhivehi

9. Reporting Requirements

Vendors are expected to work closely with the LCEI Project Management Unit (LCEI-PMU). The vendors will report directly to LCEI Project Manager. The vendors shall attend progress meetings once every 3 weeks with the LCEI-PMU. Team members in post(s) under section 8

(Requirements for Experience and Qualification) must participate in the progress meetings. Team members in post(s) under section 8 who are not in Maldives at the time of the meeting shall participate Virtually. Team members in post(s) under section 8 are required to be present in person for the following:

- Inception meeting

For meetings held under this consultancy, the Minutes of Meeting must be provided to the LCEI-PMU within 2 days of the meeting.

10. Evaluation and comparison of proposals

9.1 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 13 (Application) 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. Criteria for determining completeness and substantial responsiveness is given in Annex 2.

9.2 Evaluation of Proposals

Criteria	Weight
Experience of Company/Institution/Sole proprietorship (Sc) Refer to Annex 2 for details of evaluation criteria.	20%
Technical Qualification of experts (St) Refer to Annex 2 for details of evaluation criteria.	50%
Financial Offer (Sf) The proposal with the Lowest Financial Quote (Fq) will get the maximum Financial Score (Sf) of 100 points. The Financial	30%

<p>Scores (Sf) of the other Financial offer will be computed according to the following formula: $Sf = 100 \times Fq / F$, in which Sf is the financial score, Fq is the <u>Lowest Financial Quote received</u> and F is the price of the proposal under consideration.</p>	
<p>Total (S) = Sc x 20% + St x 50% + Sf x 30%</p>	<p>100%</p>

ME 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;

11. Payment

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

REQUIREMENT	ALLOCATION
1. Submission and acceptance of the outline of the marketing strategy and plan for a public awareness campaign for the S&L Programme; 2 video reports and 3 posters	10%
2. Submission and acceptance of the final marketing strategy and plan for a public awareness campaign for the S&L Programme, 3. Submission and acceptance of <ul style="list-style-type: none"> • Draft layout concepts for 17 posters • Draft layout concept for 2 flyers • Draft layout concept for 10 comic strips 	15%
4. Submission and acceptance of <ul style="list-style-type: none"> • Draft 10 articles • Draft concept for 15 video Clips / video Spots / animations • Draft concept for 8 video reports • Draft 3 layouts for publications 	15%
5. Submission and acceptance of <ul style="list-style-type: none"> • Final design for 17 posters • Final design for 2 flyers • Final design for 10 comic strips 	15%
6. Submission and acceptance of <ul style="list-style-type: none"> • Printed 1000 posters • Printed 2000 stickers • Final 3 layouts of the publications 	15%
7. Submission and acceptance of <ul style="list-style-type: none"> • Final 10 articles • Final 15 video Clips / video Spots / animations • Final 4 video reports (S&L awareness) • Draft 2 layouts of the publication Submission of all final materials as stated in Annex 3	15%
8. Submission and acceptance of <ul style="list-style-type: none"> • Final 4 video reports (Success stories of the project activities) • Final 2 layout of the publications Submission of all final materials as stated in Annex 3	15%
Total	100%

12. Additional Information

The LCEI-PMU of ME 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 LCEI-PMU at the end of the contract and will become the sole property of ME.

13. Application

Registered entities under Maldives Inland Revenue Authority (MIRA) can apply for this consultancy

Interested international vendors who are not registered under MIRA may apply to this consultancy in association with local consultancy firms.

Proponent should submit their proposals containing the following (Standard forms, where required, are provided in Annex 1):

- Completed proposal submission form ([FORM-1](#))
- Completed financial breakdown form ([FORM-2](#)).
- Brief description of the proponent and an outline of recent similar consultancy services provided, with references. This section must include an introduction of the proposed experts with a description of their experiences relevant to the required tasks, justifying their ability to complete the assignment.
- The list of the proposed professional staff team, the positions they would be assigned, and their tasks ([FORM-3](#)).
- A summary of the work plan must be presented in the format in Work Schedule ([FORM-5](#)) showing in the form of a bar chart the timing proposed for each activity.
- Detailed CVs of the experts signed by the expert themselves (required experiences and other experiences relevant to this TOR must be specified clearly or highlighted in their respective CVs.) and samples of required demonstrations for experiences.
- Demonstrations of required experiences listed in this TOR
- Letter of commitment from each member to undertake the project ([FORM-4](#)).
- Copy of Company/Institution/ Sole Proprietorships Registration
- Copy of tax Registration certificate issued from Maldives Inland Revenue Authority
- Tax Clearance Report issued from Maldives Inland Revenue Authority

14. Queries

For any queries please email to procurement@environment.gov.mv and CC to low.carbon@environment.gov.mv before **2359 hrs on 15th December 2020**. Answers will be provided to all the queries received before the deadline and will be made available via the Ministry website (www.environment.gov.mv) on **17th December 2020**.

15. Submission

Bid submission	Before 22nd December 2020 at 1000 hours local time
Bid opening	22nd December 2020 at 1000 hours' local time. Proposals will be opened in the presence of the proponents or their 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 <i>“Do not Open Before 22nd December 2020 at 1000 - Development of a Public Awareness Campaign on Energy Efficiency Standards and Labelling Programme in Maldives”</i> 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: Strengthening Low Carbon Energy Island Strategies (LCEI) Announcement number: (IUL)438-CCD/438/2020/196

ANNEX 1: STANDARD FORMS

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 a Public Awareness Campaign on Energy Efficiency Standards and Labelling Programme in Maldives”** 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

	Description	MVR
	Total :	
	GST/Applicable tax :	
	Total with GST/Applicable tax:	

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.

FORM-3: TEAM COMPOSITION AND TASK ASSIGNMENT

Name of Staff	Position Assigned	Task Assigned

FORM-4: Letter of Commitment

[Date]

[Company Name]
[Road Name]
Male'
Maldives

Re: Development of a Public Awareness Campaign on Energy Efficiency Standards and Labelling Programme in Maldives , Ref no: _____

Dear Sir/Madam,

I am writing to confirm my availability to provide services as _____ to the **Development of a Public Awareness Campaign on Energy Efficiency Standards and Labelling Programme in Maldives** for the Ministry of Environment.

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's notice, to commence performance of the services with due expedition and without delay.

Yours sincerely,

Name: _____

Passport /ID card No: _____

Date: _____

Signatory: _____

ANNEX 2: EVALUATION OF PROPOSALS

<p>Criteria for Preliminary Examination of Proposals</p>	<p><u>Document pre check</u></p> <ol style="list-style-type: none"> 1. Proposal is received on or before the date and time specified 2. Proposal is properly sealed / un-tampered 3. Proposal bears the (i) name of the submitting entity and (ii) title of the Contract outside the envelope 4. Completed Form-1: Proposal Submission is included in the proposal 5. Completed Form-2: Financial Breakdown is included in the proposal 6. Completed Form-3: Team Composition and Task Assignment is included in the proposal 7. Completed Form-4: Letter of commitment for all the experts as described in section 8 of the TOR is included in the proposal 8. Completed Form-5: Work Schedule is included in the proposal 9. Signed CVs of the key staff is included in the proposal 10. Minimum 60 days' proposal validity provided 11. All the standard forms are included (i.e. no standard contents deleted, no reservations added) 12. Proponent's Profile (not more than 15 pages) including the profile of the proposed experts 13. Copy of Company/Institution/Sole proprietorship Registration 14. Copy of tax Registration certificate issued from Maldives Inland Revenue Authority 15. Tax Clearance Report issued from Maldives Inland Revenue Authority <p><u>Technical pre check</u></p> <ol style="list-style-type: none"> 1. Does the proposed team members' qualification and experience meet the minimum requirements? 2. Proposal is strictly for the full scope of requirements (i.e. partial offer is not allowed) 3. There are no exceptional conditions stated that are unacceptable to ME
<p>Criteria for Essential Eligibility/Qualification of key personnel</p>	<p>Refer to Section 8 of this TOR</p>
<p><u>Note:</u></p> <ol style="list-style-type: none"> 1. If proponents do not meet any of the above listed criteria, their proposal may not be considered for further evaluation. 2. Proponents meeting above listed criteria are required to submit evidences (details / documents) in support – otherwise proposal may be disqualified. 	

Technical Evaluation			Points Obtainable
Company/Institution/Sole proprietorship experience			
1.1	No. of similar projects/ Assignments carried out (based on the reference letters provided)		50
1.2	No. of social awareness material developments carried out (based on the reference letters provided)		50
	Total		100
Technical Qualification of experts			
3.1	Marketing/PR expert (Team leader)		150
	- Academic qualification	50	
	- Professional Experience	100	
3.2	Creative Designer		150
	- Academic qualification	50	
	- Professional Experience	100	
3.3	Technical consultant		100
	- Academic qualification	40	
	- Professional Experience	60	
	Total		400

ANNEX 3: DELIVERABLE DETAILS

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
3. Comic Strip	<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

	<ul style="list-style-type: none"> • 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
4. Articles	<ul style="list-style-type: none"> • Proof read Word files with graphics (if any)
5. 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.
6. 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.
7. Printed posters	<ul style="list-style-type: none"> • Size: A3 • Paper Quality: 100 – 130 gsm Art Paper • Print Quality: Gloss
8. Printed stickers	<ul style="list-style-type: none"> • Size: 4” x 4” • Paper Quality: 100 – 130 gsm Sticker paper • Print Quality: Gloss