



Republic of Maldives

# **TERMS OF REFERENCE CONSULTANCY SERVICES**

**To**

***Develop multimedia to facilitate the  
Ratification of the Minamata Convention  
on Mercury in Maldives***

Issued by:

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

## **TERMS OF REFERENCE**

### **BACKGROUND**

The Minamata Convention on Mercury is a global legally binding instrument to protect human health and the environment from the adverse effects of mercury. Maldives is in the process of ratifying this Convention, and has completed a Minamata Initial Assessment (MIA) Report in 2019 in order to facilitate this process. The main agreed actions of the Minamata Convention include the phase-out of mercury-added products, among others.

To transit to a mercury-free society, there is a pressing need for education and awareness on the risks of mercury, and its uses. We also need to focus on the availability of mercury-free alternatives and strengthen our capacity to better monitor and manage the use of mercury.

The MIA Report identifies key priority areas that need to be focused in the implementation of Minamata Convention in the Maldives. One key priority was a need for education, awareness and capacity building particularly among key technical institutions and the public.

Training of key stakeholders of mercury include the Ministry of Environment, Climate Change and Technology and other front line agencies, such as the Health Protection Agency, Maldives Food and Drug Authority, Maldives Customs Service, Ministry of Fisheries, Marine Resources and Agriculture, healthcare centres, media personnel, fish processing and export facilities, waste management personnel and etc.

The health sector has played a crucial role for many years in addressing the health impacts of mercury, starting from identification of the health effects and sources of exposure and the assessment of the disease burden.

The health sector will continue to play a leading role in the implementation of Article 16 of the Convention and other relevant articles, such as Article 4 and annexes on mercury-added products. In relation to Article 4, action taken by the health sector will focus in particular on phasing out the manufacture, import and export of mercury-containing skin lightening products and antiseptics as well as mercury sphygmomanometers and thermometers used in health care. The health sector will also be strongly involved in activities related to the exchange of information about health, public awareness-raising, research regarding health and monitoring, as reflected in Articles 17, 18 and 19 of the Convention.

### **OBJECTIVES**

The two main objectives of the project are to:

- Raise public awareness about the Minamata Convention on Mercury and impending national requirements after ratification.
- Raise public awareness on impacts mercury pollution on environment and human health and safety measures.

### **SCOPE AND DELIVERABLES**

The consultant will be contracted to:

1. Conceptualize, develop layout, format and design communication materials and activities for the target audience focusing on the objectives.

Materials include:

1. 5 Print and 10 social media content in both Dhivehi and English
2. Info clip for public service announcement (minimum 15 seconds) in Dhivehi

Awareness materials should focus on:

1. Education, and awareness on the environmental and public health aspects of mercury
2. Promoting the proper management of healthcare mercury waste by raising awareness of health workers, patients and public.
3. Minamata Convention obligations.
4. Educate the public on safety measures which can be employed.

Table 1: Scope and Deliverables

|                              | <b>Deliverable</b>     | <b>Scope</b>  | <b>% of payment</b> | <b>Duration</b> |
|------------------------------|------------------------|---|---------------------|-----------------|
| <b><u>1</u></b>              | <b>Outline of work</b> | Propose a detailed concept for:<br>- Communication strategies for the target audience<br>- 5 print media and 10 social media content in both Dhivehi and English focusing on the two main objectives.<br>- 1x info clip (minimum 15 seconds) in Dhivehi | 20%                 | 3 weeks         |
| <i>MECCT approval period</i> |                        |   |                     | 1 week          |
| <b><u>2</u></b>              | <b>Draft materials</b> | Draft content for approval  | 40%                 | 8 weeks         |
| <i>MECCT approval period</i> |                        |   |                     | 1 week          |
| <b><u>3</u></b>              | <b>Final materials</b> | High quality output, and files in original size, in printable formats and in social media format  | 40%                 | 6 weeks         |
| <i>MECCT approval period</i> |                        |   |                     | 1 week          |

## **PAYMENT SCHEDULE**

The payment will be released as follows

- a) 20% on timely submission and approval of the **Outline of work**
- b) 40% on timely submission and approval of the **Draft materials**
- c) 40% on timely submission and approval of the **Final materials**

## CHECK-LIST OF DOCUMENTS TO SUBMIT

- Copy of Business Registration Certificate (Sole proprietorship/partnership/company)
- CV (individual)
- Copy of national identity card and contacts details (individual).
- Copy of notification of Tax registration if applicable
- Copy of GST registration if applicable
- Copy of SME Registration Certificate
- Summary sheet on similar works (experiences) performed in the past – Please provide links
- Form 1: Financial Proposal Summary
- Form-2: Letter of Commitment
- Form-3: Proposal submission form
- Letters of relevant work experience
- Copies of relevant educational certificates
- Any other documents which supports the application

### NOTE:

- 01: All bidders should clearly identify key person in the proposal. For bids submitted by partnerships/company/institution/organization, trainer signed in Form 3 will be considered for the evaluation process
- 02: The proposed key person should be the owner of the Sole proprietorship submitting proposal for this assignment
- 03: If proponent does not meet any of the above listed criteria, their proposal may not be considered for further evaluation

## QUALIFICATIONS AND EXPERIENCE

Applicants will be selected based on the added merits summed between their financial proposal and their Technical score. The consultant shall be experienced in related area of works particularly relevant experience and expertise in developing awareness campaigns.

If proponent fails to meet any of the below listed minimum criteria, their proposal may not be considered for further evaluation.

Table 2: Evaluation Criteria

|                                   | <b>Criteria and scale</b>  | <b>Weightage (points)</b> | <b>Material evaluated</b>  |
|-----------------------------------|--|---------------------------|--|
| 1.Relevant academic qualification | Minimum diploma or a qualification in Graphic Design or a similarly relevant field | 30                        | based on relevancy of copies of the higher degree certificate and transcript |
| 2.Relevant experience             | Demonstrated relevant professional or practical experience.                        | 40 (10 points for each)   | Based on the submitted portfolio   |
|                                   | Quality of relevant previous work  | 30 (10 pts for each)      | Based on letters of experience   |

|   |     |  |
|---|-----|--|
| <b>TOTAL:</b> ( <i>Minimum technical score required to pass: 65/100</i> ) | 100 |  |
|---|-----|--|

Applicants achieving the highest combined weighted technical and financial score shall be selected

$S_f = 100 \times F_m/F$ , in which

$S_f$  denotes the financial score of the proposal under consideration;

$F_m$  is the price of the lowest price proposal;

$F$  denotes the price of the proposal under consideration.

Proposals will be ranked according to their combined technical ( $S_t$ ) and financial ( $S_f$ ) scores using the weights

$T\%$  = the weight given to the Technical Proposal (60%)

$P\%$  = the weight given to the Financial Proposal; (40%)

$S = T\% + P\%$ ,

Where  $S$  denotes the total combined weighted technical and financial scores

**Note: After evaluation, highest scoring party will be notified to submit the tax clearance report. Tender will be awarded upon submission of the tax clearance report.**

#### **SCHEDULE FOR THE ASSIGNMENT**

Duration of the assignment is 20 weeks from the commencement of the works.

Annex: Standard Forms

**Form 1: Financial Proposal Summary**

**Summary of Costs: Develop multimedia to facilitate the Ratification of the Minamata Convention on Mercury in Maldives**

**Reference no (of the service provider):**

| No.                    | Detail   | Cost (MVR) |
|------------------------|--|------------|
| 1                      | Develop communication strategies for the target audience   |            |
| 2                      | Develop 5 print media for poster & banner in both Dhivehi and English focusing on the two main objectives – (In High quality output, and files in original size, in printable formats) |            |
| 3                      | Develop 10 social media content in both Dhivehi and English focusing on the two main objectives – (In high quality output, and files in original size, in social media format)         |            |
| 4                      | 1x info clip (minimum 15 seconds) in Dhivehi   |            |
| <b>GST:</b>            |  |            |
| <b>Total with GST:</b> |  |            |

**This financial proposal is valid for 90 days from the date of bid opening**

Authorized signatory  
Stamp

- If the entity is subject to GST as per MIRA Regulations and Guidelines GST needs to be quote in the financial proposal

**Form 2: Letter of Commitment**

[ Date]

To: [Name and address of client]

Re: To Develop multimedia to facilitate the Ratification of the Minamata Convention on Mercury in Maldives

**Ref No:**

Dear Sir/Madam,

I am writing to confirm my availability to provide services to *develop multimedia to facilitate the Ratification of the Minamata Convention on Mercury in Maldives* for the for the Ministry of Environment, Climate Change and Technology in accordance with your Teams of Reference dated [insert date] and our proposal.

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 and 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 - 3: PROPOSAL SUBMISSION FORM

[Date]

To: [Name and address of Client]

Dear Sir/Madam:

I/We, the undersigned, offer to provide the consultancy services to “Develop multimedia to facilitate the Ratification of the Minamata Convention on Mercury in Maldives” in accordance with your Terms of Reference dated [*Insert Date*] and our Proposal.

I/We are hereby submitting our Proposal; the financial offer is for the sum of [*Insert amount(s) in words and figures (Should quote the amount in MVR)*] which is inclusive of all applicable taxes.

I/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, 90 days minimum*] days.

I/We undertake, if our Proposal is accepted, to initiate the services and fulfill the requirements of the terms of reference.

I/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 Entity:

Address: