



# MINISTRY OF ENVIRONMENT, CLIMATE CHANGE AND TECHNOLOGY

Male' Republic of Maldives

## *REQUEST FOR PROPOSALS*

*Consultancy Services to Develop a Marketing/Awareness  
Campaign and brand identify for Water and Sewerage sector  
awareness*

[ 27<sup>th</sup> October 2021 ]

**Prepared by**

GCF Project Management Unit  
Water and Sanitation Department  
Ministry of Environment, Climate Change and Technology

## TABLE OF CONTENTS

1	LETTER OF INVITATION .....	3
2	SCHEDULE OF CRITICAL DATES .....	4
3	SUBMISSION REQUIREMENTS .....	4
4	INSTRUCTIONS TO PROPONENTS .....	6
4.1	Introduction	6
4.2	Conflicting of interest	6
4.3	Fraud and Corruption	7
4.4	Proposal Validity	8
4.5	Language of Proposal	8
4.6	Preparation of Proposals	8
4.7	Technical Proposal Format and Content	8
4.8	Clarification and Amendment of RFP Documents	9
4.9	Communications	9
4.10	Submission, Receipt, and Opening of Proposals	9
4.11	Evaluation of proposals	10
5	DATA SHEET .....	12
6	TECHNICAL PROPOSAL - STANDARD FORMS.....	15
	FORM TECH-1: Technical Proposal Submission Form	15
	FORM TECH-2: Proponent’s Organization and Experience	16
	FORM TECH-5: Team Composition and Task Assignment	19
	FORM TECH-6: Curriculum Vitae (CV) for proposed Professional Staff	20
	FORM TECH-7: Work Schedule	22
7	FINANCIAL PROPOSAL - STANDARD FORMS .....	24
	FORM FIN-1: Financial Proposal submission Form	24
	FORM FIN-2: Financial Proposals	25
<b>1.</b>	<b>Terms of Reference .....</b>	

# 1 LETTER OF INVITATION

Dear Proponent,

1. Ministry of Environment, Climate Change and Technology (MECT) intends procuring the RFP | Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness
2. A detailed Terms of Reference (TOR) and Request for Proposal (RFP) for the consulting services will be attached to the gazette advertisement. Interested consultation Firms may obtain further information via mail to [proc.gcfws@environment.gov.mv](mailto:proc.gcfws@environment.gov.mv) .
3. The Bidder shall be registered to submit the proposal by submitting ‘Bidders’ Registration Form’ to the email address [proc.gcfws@environment.gov.mv](mailto:proc.gcfws@environment.gov.mv) **on or before 1200 hours on 2<sup>nd</sup> November 2021**. Only registered bidders will be qualified to submit a bid proposal. The form will be attached to this gazette advertisement.
4. Any clarifications to the bid may be sent to the email addresses [proc.gcfws@environment.gov.mv](mailto:proc.gcfws@environment.gov.mv) **on or before 1400 hours on 2<sup>nd</sup> November, 2021**.
5. Proposals shall be delivered in a sealed envelope, bearing the name of the project “*Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness*”, bid opening time and date, the address the bid is submitted to (as in the RFP), and the bidders company name, to the Ministry of Environment, Climate Change and Technology at the address specified in the RFP. Proposals shall be valid for a period of 90 days from the date of Opening. Electronic submissions are not allowed.
6. Bids should be submitted **on 0900 hours, Maldivian time on 09<sup>th</sup> November 2021** (Only bids submitted at this time will be eligible to proceed to evaluation. The bids will be opened at **0900 hours, Maldivian time on 09<sup>th</sup> November 2021**. Any late bids will be rejected.

**GCF Project Management Unit  
Water and Sanitation Department  
Ministry of Environment, Climate Change and Technology  
Green Building, Handhuvaree Hingun,  
Maafannu, Male’, 20392,  
Republic of Maldives  
Tel. (960)-3018-395/393  
Email: [proc.gcfws@environment.gov.mv](mailto:proc.gcfws@environment.gov.mv)**

RFP | Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness

## 2 SCHEDULE OF CRITICAL DATES

ACTIVITY	ACTION DATE
Advertised	27 <sup>th</sup> October 2021
Registration	02 <sup>nd</sup> November 2021 before 1200hrs
Bid Clarification	02 <sup>nd</sup> November 2021 before 1400hrs
Deadline to submit proposals	09 <sup>th</sup> November 2021 on 0900hrs

## 3 SUBMISSION REQUIREMENTS

Interested parties **shall submit** all the Forms listed under **Sections 6 (TECHNICAL PROPOSAL - STANDARD FORMS)** and **Section 7 (FINANCIAL PROPOSAL - STANDARD FORMS)**.

Please CHECK in the BOXES to confirm the submission of the required Forms.

- 1. Proposal Form (Form Tech-1)
- 2. Consultant's Organisation & Experience (Form Tech -2A&2B)
- 3. Methodology and Work Plan (Form Tech -4)
- 4. Team Composition & Task Assignments (Form Tech -5)
- 5. Curriculum Vitae (CV) for proposed team members (Form Tech -6)
- 6. Work Schedule (Form Tech -7)
- 7. Financial Proposal Submission Form (Form Fin 1)
- 8. Financial Proposal Summary Form (Form Fin 2)

Please CHECK in the BOXES to confirm the submission of the required related documents.

- 9. Company/ Organizations profile
- 10. Company/ Organizations Registration certificate
- 11. Organization chart
- 12. Copy of the National Identity Card/Passport
- 13. Assignment completion letters
- 14. GST Registration Certificate

RFP | Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness

# **PART I**

## **INSTRUCTIONS TO PROPONENTS**

## 4 INSTRUCTIONS TO PROPONENTS

### 4.1 INTRODUCTION

- a) The Client named in the Data Sheet will select a Consultancy Firm from those firms that submit their proposal for this request.
- b) The Proponents are invited to submit a Technical Proposal and a Financial Proposal as specified in the Data Sheet, for the contract named in the Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Party.
- c) The Client will select a consultant from those issued with the Letter of Invitation, in accordance with the method of selection specified in the data sheet.
- d) The party as a Lead Consultancy firm can propose **1 (one) Associate Consultancy firms** to partner with for the consultancy. The Lead and Associate Consultants (if any) will be evaluated as according to evaluation criteria set in the **Data Sheet**.
- e) As a direct response to this document, interested parties must provide their detailed proposals for the “ ***Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness*** ". The standards and other statements on such provision and legislative compliance made by the parties as part of their proposals will form a binding part of the final contract document.
- f) The proponents shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Client is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Proponents
- g) The Client reserves the right to accept or reject any Proposal and to terminate the tendering process without awarding a contract. The parties should be aware that it is unlikely that the Client will be in a position to go forward with any proposals that fails to meet the statutory and essential requirements, set out in Section 6. Terms of Reference.

### 4.2 CONFLICTING OF INTEREST

- a) A Party (including its Personnel) that has a business or family relationship with a member of the Client’s staff who is directly or indirectly involved in any part of (i) the preparation of the Schedule of requirements, (ii) the selection process, or (iii) supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Government throughout the selection process and the execution of the Contract.
- b) The Proponents have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Client, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Proponent or the termination of its Contract.

### 4.3 FRAUD AND CORRUPTION

The Client requires that all parties including Proponents and their agents (whether declared or not), personnel, sub-contractors, sub-proponents, service providers and suppliers, observe the highest standard of ethics during the selection and execution its contracts. In pursuance of this policy, the Client:

- a) defines, for the purposes of this provision, the terms set forth below as follows:
  - i. “corrupt practice” is the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;
  - ii. “fraudulent practice” is any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain financial or other benefit or to avoid an obligation;
  - iii. “collusive practices” is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
  - iv. “coercive practices” is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party.
  - v. “obstructive practice” is
    - deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede an investigation into allegations of a corrupt, fraudulent, coercive, or collusive practice; and/or threatening, harassing, or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation, or
    - acts intended to materially impede the exercise of the relevant government authorities’ inspection and audit rights.
- b) will reject a proposal for award if it determines that the recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices in competing for the contract in question;
- c) will cancel the portion of the contract if it determines at any time that representatives of the Client or of a beneficiary were engaged in corrupt, fraudulent, collusive, or coercive practices during the selection process or the execution of that contract, without the Proponent having taken timely and appropriate action satisfactory to the Client to address such practices when they occur; and
- d) will take action against any Party or an individual at any time, in accordance with rules and regulations including by publicly declaring such Parties or individual ineligible, either indefinitely or for a stated period of time.

#### **4.4 PROPOSAL VALIDITY**

The Data Sheet indicates how long the Proposals must remain valid after the submission date. The Client will make its best effort to complete negotiations within this period. Should the need arise; however, the Client may request to extend the validity period of proposals. The Parties who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal, or in their confirmation of extension of validity of the Proposal, The Proponents could submit new staff in replacement, who would be considered in the final evaluation for contract award. Proponents who do not agree have the right to refuse to extend the validity of their Proposals.

#### **4.5 LANGUAGE OF PROPOSAL**

The proposal documents must be in written English.

#### **4.6 PREPARATION OF PROPOSALS**

- a) The Proposal (see para. 1.2), as well as all related correspondence exchanged by the Proponents and the Client, shall be written in the language (s) specified in the RFP.
- b) In preparing their Proposal, Proponents are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.
- c) Alternative professional staff shall not be proposed, and only one curriculum vitae (CV) may be submitted for each position.

#### **4.7 TECHNICAL PROPOSAL FORMAT AND CONTENT**

The Technical Proposal shall provide the information indicated in the following paras from (a) to (g) using the attached Standard Forms (Section 4). Paragraph (c) (ii) indicates the recommended number of pages for the description of the approach, methodology and work plan. A page is considered to be one printed side of A4 or letter size paper.

- a) A brief description of the Proponents' organization and an outline of recent experience of the Proponents and, in the case of joint venture, for each partner, on assignments of a similar nature are required in Form TECH-2 of Section 4. For each assignment, the outline should indicate the names of Sub-Proponents/ Professional staff who participated, duration of the assignment, contract amount, and Proponent's involvement. Information should be provided only for those assignments for which the Proponent was legally contracted by the client as a corporation or as one of the major firms/Organisations within a joint venture. Assignments completed by individual Professional staff working privately or through other organisations cannot be claimed as the experience of the Proponent, or that of the Proponent's associates, but can be claimed by the Professional staff themselves in their CVs. Proponents should be prepared to substantiate the claimed experience if so requested by the Client.
- b) Comments and suggestions on the Terms of Reference including workable suggestions that could improve the quality/effectiveness of the assignment.



- c) A description of the approach, methodology and work plan for performing the assignment covering the following subjects: technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section of the Technical Proposals is provided under Form TECH-4 of Section 4. The work plan should be consistent with the Work Schedule (Form TECH-7 of Section 4) which will show in the form of a bar chart the timing proposed for each activity.
- d) The list of the proposed professional staff team by area of expertise, the position that would be assigned to each staff team member, and their tasks (Form TECH-5 of Section 4).
- e) CVs of the professional staff signed by the staff themselves or by the authorized representative of the professional staff (Form TECH-6 of Section 4).
- f) The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non responsive.

#### **4.8 CLARIFICATION AND AMENDMENT OF RFP DOCUMENTS**

- a) During the RFP process, questions or clarifications regarding this RFP document must be requested in writing to the person and address stated in the **Data Sheet**.
- b) Any additional documentation issued by the Client during the tender process shall be deemed to form part of this RFP and shall supersede any part of the RFP where indicated. The Client may also exercise the option to extend the tendering period and/or postpone the proposal submission date in the event that subsequent documentation is issued.

#### **4.9 COMMUNICATIONS**

Except as provided in the preceding section relating to questions about this RFP, no parties shall contact any officers, employees, or team members of Client with respect to this RFP. Any oral communication with a Client employee concerning this RFP is not binding on the Client and shall in no way alter any specifications, term or condition of this RFP or any contract documents.

#### **4.10 SUBMISSION, RECEIPT, AND OPENING OF PROPOSALS**

- a) The original proposal (Technical Proposal and Financial Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the Proponents themselves. The person who signed the proposal must initial such corrections.
- b) An authorized representative of the Proponent shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial Proposals shall be marked "Original".
- c) Proponents shall submit a "Compliance Statement" stating that the offer is made in accordance with the Request for Proposal. Proponents who offer additional or alternative conditions shall clearly state those in their proposals.
- d) The technical proposal and financial proposal must be submitted in two separate sealed envelopes with one (1) printed copy of each and one electronic version in a CD-ROM to

RFP | Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness

the address indicated in the Data Sheet. The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked “Technical Proposal” Similarly, the original Financial Proposal shall be placed in a sealed envelope clearly marked “Financial Proposal” followed by the name of the assignment, and with a warning “Do Not Open With The Technical Proposal.” The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number and be clearly marked “Do Not Open, except in the Presence of the Official Appointed”. The Client shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive

- e) The Proposals must be sent to the address indicated in the Data Sheet and received by the Client no later than the date specified in the Data Sheet, or any extension to this date. Any proposal received by the Client after the deadline for submission shall be returned unopened.
- f) The Client shall open the Technical Proposal immediately after the deadline for their submission. The envelopes with the Financial Proposal shall remain sealed and securely stored.

#### **4.11 EVALUATION OF PROPOSALS**

- a) From the time the Proposals are opened to the time the Contract is awarded, the Proponents should not contact the Client on any matter related to its Technical and/or Financial Proposal. Any effort by Proponents to influence the Client in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the Proponents’ Proposal.
- b) The evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Technical Requirements, applying the evaluation criteria, sub-criteria, and point system specified in the Data Sheet. Each responsive Proposal will be given a technical score (St). A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP, and particularly the Technical Requirements or if it fails to achieve the minimum technical score indicated evaluation criteria specified in the Data Sheet.
- c) After the technical evaluation is completed, the Client shall inform the Proponents who have submitted proposals the technical scores obtained by their Technical Proposals, and shall notify those Proponents whose Proposals did not meet the minimum qualifying mark or were considered non responsive to the RFP and Schedule of Requirements, that their Financial Proposals will be returned unopened after completing the selection process. The Client shall simultaneously notify in writing Proponents that have secured the minimum qualifying mark, the date, time and location for opening the Financial Proposals. The opening date should allow Proponents sufficient time to make arrangements for attending the opening. Proponents’ attendance at the opening of Financial Proposals is optional.

- d) Financial Proposals shall be opened publicly in the presence of the Proponents' representatives who choose to attend. The name of the Proponents and the technical scores of the Proponents shall be read aloud. The Financial Proposal of the Proponents who met the minimum qualifying mark will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the total prices read aloud and recorded. Copy of the record shall be sent to all Proponents.
- e) The Evaluation Committee will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between word and figures the formers will prevail.
- f) The **highest** evaluated Financial Proposal (Fm) will be given the maximum financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be computed as indicated in the Data Sheet. Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) indicated in the Evaluation Criteria:  $S = St \times T\% + Sf \times P\%$ . The Party achieving the highest combined technical and financial score will be invited for negotiations.

## 5 DATA SHEET

4.1.a	<p>Name of the Client:</p> <p><b>Ministry of Environment, Climate Change and Technology</b> Green Building, Handhuvaree hingun, Maafannu, Male’, 20392, Republic of Maldives</p>
4.1.a	<p>Financial Proposal to be submitted together with Technical Proposal in two different envelopes on the same day and time specified.</p> <p><i>Please write name of the consultancy and indicate whether it is Financial Proposal or Technical Proposal on the envelopes.</i></p> <p>Name of the assignment is: <b>“Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness</b></p>
4.4 Validity	Proposals must remain valid up to 90 days after the submission date.
4.8 Clarifications and Amendments of RFP Documents	<p>Interested consultants may obtain further information/clarifications on request by writing an email to the address below no later <b>02<sup>nd</sup> November 2021 before 1400hrs.</b></p> <p>Email: <a href="mailto:proc.gcfws@environment.gov.mv">proc.gcfws@environment.gov.mv</a></p>
4.10 Submission, Receipt, and Opening of Proposals	<p>The Proposal submission address is:</p> <p>GCF Project Management Unit Water and Sanitation Department Ministry of Environment, Climate Change and Technology Green Building, Handhuvaree Hingun, Maafannu, Male’, 20392, Republic of Maldives.</p> <p>The proposals are expected to be submitted to the address on <b>0900hours</b> local time on <b>09<sup>th</sup> November 2021</b>(Only bids submitted at this time will be eligible to proceed to evaluation). <b>Late bids will be rejected.</b></p> <p><b>Interested parties should register their interest by email (form attached) no later than 1200hrs on 02<sup>nd</sup> November 2021. Only those parties who register their interest will be allowed to participate in the bid.</b></p> <p><b>Proposal of additional or alternative conditions to RFP is not allowable</b></p>
4.11	

<b>Evaluation of Proposals</b>	<p>Criteria, sub-criteria, and point system for the evaluation of Full Technical Proposals are:</p> <p style="text-align: right;"><u>Points</u></p> <p><b>(A) Specific Experience of NGO/ Consultant to the assignment:</b> [25]</p> <p>1. No. of similar training/awareness Programmes (05 marks per course) [25]</p> <p>Demonstrate capacity to organize and conduct similar consulting services on formulating public awareness campaign projects in the Maldives.</p> <p style="text-align: right;">Total A = [ ]</p> <p><b>(B) Adequacy of the work plan and the organization and staffing in responding to the Technical Requirement:</b> [15]</p> <p>1. Work Plan [10]</p> <p>2. Organization and Staffing [05]</p> <p style="text-align: right;">Total B = [ ]</p> <p><b>(C) Project Team</b> [40]</p> <p>1. Team Leader [20]</p> <p>2. Multi Media Expert [20]</p> <p style="text-align: right;">Total C = [ ]</p> <p>The number of points to be assigned to each of the above positions or disciplines shall be determined in the TOR. Please refer to the TOR for minimum requirement.</p> <p>Technical Score (St) = <math>A/25*[W1] + B/15*[W2] + C/40*[W3]</math></p> <p>Weights Distribution</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 10%;">W1</td> <td style="width: 80%;">Experience</td> <td style="width: 10%; text-align: right;">[25]</td> </tr> <tr> <td>W2</td> <td>Approach &amp; Methodology</td> <td style="text-align: right;">[15]</td> </tr> <tr> <td>W3</td> <td>Project Team</td> <td style="text-align: right;">[60]</td> </tr> </table> <p>The minimum technical score (s) required to pass is: <b>60</b> Points</p>	W1	Experience	[25]	W2	Approach & Methodology	[15]	W3	Project Team	[60]
W1	Experience	[25]								
W2	Approach & Methodology	[15]								
W3	Project Team	[60]								
	<p>The formula for determining the financial scores is the following:  <math>Sf = 100 \times Fm / F</math>, in which Sf is the financial score, Fm is the <u>lowest price</u> and F the price of the proposal under consideration.</p> <p>The weights given to the Technical and Financial Proposals are:  T = [0.6], and  P = [0.4]</p>									

## **PART II - STANDARD FORMS**

## 6 Technical Proposal - Standard Forms

### FORM TECH-1: TECHNICAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of Client]

Dear Sirs:

We, the undersigned, offer to provide the consultancy service for “*Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness* ” in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope<sup>1</sup>.

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 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 Firm: \_\_\_\_\_

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

**FORM TECH-2: PROPONENT'S ORGANIZATION AND EXPERIENCE**

A - Proponent's Organization

*[Provide here a brief (two pages) description of the background and organization of your firm/entity and each associate for this assignment.]*



### B - Proponent's Experience

*[Using the format below, provide information on each contract/assignment for which your Organisation, individually as a corporate entity or as one of the major companies within an association, for carrying out **Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness** Each project/assignment should be accompanied by reference letters from the client to be counted as a valid experience.*

Contract/Activity Name:	Approx. If a contract, value of the contract (in MVR):
Country: Location within country:	Duration of assignment/activity (months):
Name of Client:	Total NO of staff-months of the assignment:
Address:	Approx. value of the services provided by your firm under the contract (in currency US\$ or Euro):
Start date (month/year): Completion date (month/year):	NO of professional staff-months provided by associated Proponents:
Name of associated Parties, if any:	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Activities/Project:	
Description of actual services provided by your staff within the Activities:	

Firm's Name: \_\_\_\_\_

RFP | Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness

## **FORM TECH-4: Description of Approach, Methodology and Work plan for performing the Assignment**

(For small or very simple assignments the Client should omit the following text in Italic)

*[Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal (10-15 pages, inclusive of charts and diagrams) divided into the following three chapters:*

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

*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 reports. 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.*

*c) Organization and Staffing. In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff.]*

**FORM TECH-5: TEAM COMPOSITION AND TASK ASSIGNMENT**

	<i>Professional Staff</i>				
Designation	Name of Staff	Organisation	Area of Expertise	Position Assigned	Task Assigned
Team Leader					
Multi Media Expert					

---

**Note: Evaluation will be conducted to the teams proposed and indicated in the table above.**

---

**FORM TECH-6: CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF**

1. **Proposed Position** [*only one candidate shall be nominated for each position*]: \_\_\_\_\_
2. **Name of Firm** [*Insert name of firm proposing the staff*]: \_\_\_\_\_  
\_\_\_\_\_
3. **Name of Staff** [*Insert full name*]: \_\_\_\_\_
4. **Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_
5. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]: \_\_\_\_\_  
\_\_\_\_\_
6. **Membership of Professional Associations:** \_\_\_\_\_  
\_\_\_\_\_
7. **Other Training** [*Indicate significant trainings since degrees under 5 - Education were obtained*]: \_\_\_\_\_  
\_\_\_\_\_
8. **Countries of Work Experience:** [*List countries where staff has worked in the last ten years*]:  
\_\_\_\_\_  
\_\_\_\_\_
9. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: \_\_\_\_\_  
\_\_\_\_\_
10. **Employment Record** [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:  
From [Year]: \_\_\_\_\_ To [Year]: \_\_\_\_\_  
Employer: \_\_\_\_\_  
Positions held: \_\_\_\_\_

**11. Specific Experience (for Successfully completed similar assignments as in TOR) *Starting with latest assignment, list in reverse order (see format here below)::***

From [Month/Year]: To [Month/Year]: \_\_\_\_

Assignment Title: \_\_\_\_\_

Client: \_\_\_\_\_

Positions held: \_\_\_\_\_

Summary of assignment/Role by the professional: \_

**FORM TECH-7: WORK SCHEDULE**

		<i>[1st, 2nd, etc. are Months from the start of assignment.]</i>					
	Deadline	1st	2nd	3rd	4th	5th	6th
Activity (Work)							
Deliverable 01 Revised the current “FENFAHI” social marketing strategy and plan for a public awareness campaign for water and sanitation sector	30 calendar days from contract signature, upon client review and approval						
Client review of deliverable 01, 07 calendar days from the date of submission							
Revised submission of deliverable 01, from consultant after incorporating client comment	07 calendar days from receiving comments from client						
Deliverable 02 Develop a brand identity to implement the marketing and awareness campaign	50 calendar days from contract signature, upon client review and approval						

Client review of deliverable 02, 08 calendar days from the date of submission							
Revised submission of deliverable 02, from consultant after incorporating client comment	07 calendar days from receiving comments from client						

## 7 Financial Proposal - Standard Forms

### FORM FIN-1: FINANCIAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of Client]

Dear Sirs:

We, the undersigned, offer to provide consultancy services for “**Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness** ” in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures<sup>1</sup>]. This amount is exclusive of the local taxes, which shall be identified during negotiations and shall be added to the above amount.

Our Financial Proposal shall be binding upon us 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 the Company/ Organization \_\_\_\_\_

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

---

1 Amounts must coincide with the ones indicated under financial proposal in Form FIN-2.



**FORM FIN-2: FINANCIAL PROPOSALS**

	<b>Description</b>	<b>Cost ( Maldivian Rufiyaa )</b>
1	Revised the current “FENFAHI” social marketing strategy and plan for a public awareness campaign for water and sanitation sector	
2	Develop a brand identity to implement the marketing and awareness campaign	
	<b>Sub Total :</b>	
	<b>GST :</b>	
	<b>Total with GST:</b>	

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) as per the GST Legislation and Circulars.

- **Company/ Organization is to submit copy of the GST registration certificate along with the financial proposal.**

## **Consultancy Services to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness.**

### TERMS OF REFERENCE (TOR)

#### **1. BACKGROUND**

The Maldives consists of 26 natural atolls, comprising of 1,192 small, low-lying coral islands, stretching north to south over a total area of 90,000sq.km. The population of Maldives is 407,660 (Census: 2014) dispersed over 188 islands. These islands do not have surface freshwater. Freshwater resources in Maldives are very scarce and the scarcity is both temporal and spatial. The main natural freshwater resources available in the country are groundwater aquifers that occur in the porous coral sands and rainfall.

Traditionally drinking water was abstracted from these shallow aquifers using hand-dug open wells. However, in many inhabited islands of Maldives, fresh groundwater has been depleted as a result of salt-water intrusion due to over-extraction of fresh groundwater. The shallow depth of the groundwater lenses of the islands makes this freshwater resource vulnerable and susceptible to contamination from land-based human activities. Hence, people are reluctant to use groundwater for drinking or cooking as the quality has deteriorated. Most of the people in the atoll rely on rooftop harvested rainwater for potable purposes. These rainwater harvesting systems are a combination of household and community collection and storage systems.

Climate change is causing adverse impacts and posing challenges on water security in the country. Warming temperatures, changes in precipitation patterns, and sea level rise have affected and will likely continue to affect water supply and quality. Each year several islands have reported shortage of drinking water and fresh water has been supplied to cater to this need. Desalinated water is the main source of water supplied to islands during water shortages. The demand for desalinated water is highest during the dry season, generally from January to April.

Desalinated water is transported on ships to islands that report water shortages during the dry period each year. Transporting desalinated water on ships to the dispersed islands has been a challenge over the years as an increasing number of islands face water shortage each year. In an attempt to provide a long-term solution to this problem the Government has pledged towards provision of water supply to all inhabited islands by the year 2023 with full-fledged desalinated water supply network with household connections.

Under Policy 4 of the National Water and Sewer Strategic Action Plan ( 2020-2025) addresses strengthening advocacy and awareness programs on water resources, water supply and sewerage. The key objective of the campaign is to enable the public to become more knowledgeable responsible and involved in water resources , water supply and sewerage systems management. An increase in awareness can be achieved through a range of communications and by supporting community actions and behaviour change programs ultimately these action swill drives the society towards a sustainable work

practices that promote water management, conservation and protection of vulnerable water resources.

“Supporting Vulnerable Communities in Maldives to Manage Climate Change-Induced Water Shortages” project under Green Climate Fund (GCF) is implemented by the Government of Maldives aims to cater this water security need in significantly affected islands across the past data. The project aims to achieve part of the complete result by the following deliverables.

- a. Scaling up integrated water supply system to provide safe water to vulnerable households (at least 32,000 people, including 15,000 women);
- b. Decentralized and cost-effective dry season water supply system introduced benefiting 73,000 people across 7 Northern Atolls;
- c. Groundwater quality improved to secure freshwater reserves for long term resilience on 49 islands;

Ministry of Environment, Climate Change and Technology is seeking the services of consultancy firm to Develop a Marketing/Awareness Campaign and brand identify for Water and Sewerage sector awareness.

## **2. MAIN OBJECTIVE**

The main objective of this consultancy work is

- To develop and social marketing strategy and plan for five years
- Brand identity for public awareness campaign for water and sewerage sector in the Maldives.
- The main focus of the awareness program is to advocate to a wide cross section of the island public on matters of water scarcity in the Maldives, awareness on sewerage, impact of climate change on water resource management, safe rain water harvesting mechanisms, flood mitigation, water quality testing, water conservation best practices and links between water and public health, among other relevant topics including development of necessary educational and marketing materials.

## **3. OVERALL RESPONSIBILITY**

The overall responsibility of the Consultant includes but not limited to the following;

- Develop a five years marketing and awareness campaign by revising the existing Fenfahi campaign.
- Develop a brand identity to implement the marketing and awareness campaign

#### **4. SCOPE OF WORK**

The tasks of the consultants include, but is not limited to the following:

1. Revise the current “FENFAHI” campaign and design a marketing and awareness campaign for water and sanitation sector. The campaign shall outline the methodology and approaches to be utilized in implementing the campaign, identify all the specific marketing and communication mediums to be focused, as well as develop guidelines for creative briefs and materials to be developed for each of the mediums identified. The social marketing strategy and plan for public awareness for a period of 05 years (2022-2026). The action plan should incorporate the awareness and advocacy targeted to the outputs of the project not limited to;

The key audiences of this campaign include the but not limited to the following:

- School Students of the following age groups:
    - 6 – 8 years old
    - 9 – 12 years old
  - Institutional and island governance officials (including, but not limited to)
    - Island council
    - School management
    - Women’s Development Committees
    - Health sector management
    - Utilities
  - General public via organizations like:
    - NGOs
    - School PTA
2. Analyse the current level of awareness and behavioural trends in the target communities
  3. Define the target groups, target and activities to achieve these targets
  4. Analyse, suggest and develop the effective tools for communication and the marketing mix
  5. Develop the outline and specification of promotional materials
  6. Develop the outline and timeline of the campaign that will achieve the defined targets
  7. Develop a brand identity to implement the awareness and marketing campaign. The logo should evoke the policy strategy, value and communication criteria in visual form to enable the campaign to have a distinctive visual identity, which can be easily identifiable to the target stakeholders, and audience.

Requirements for the Logo design:

- The logo should be vector graphics, not a bitmap image,
  - The logo should be usable in monochrome and colour media, including limited colours (say 2 or 3 colours),
  - High resolution print-ready scalable vector format of the logo such as portable EPS, SVG or Adobe Illustrator AI,
  - JPEG or PNG thumbnail with a resolution of 640 x 480,
8. Develop an action plan for five (2022-2026) at different audience level. The plan should include but not limited to; preparation of awareness materials / knowledge products (presentations, video clips ,banners, posters, booklets, leaflets etc ) for print / electronic / voice / visual media targeted to face book, twitter and you tube, both in Dhivehi and English language.
  9. Develop monitoring and evaluation tools to evaluate the effectiveness of the social marketing strategy and plan for a public awareness campaign for water and sanitation sector. The consultant should deliver the monitoring and evaluation report for the implementation of the activities for the year 2022 – 2026.

**Note:** The Consultant should ensure that activities planned account for the constraints of the COVID 19 pandemic. For example, developed material should also be suitable for online/distant delivery.

## 5. DELIVERABLES AND PAYMENT SCHEUDLE.

Expected deliverables from the task will include:

	<b>Deliverables/ Outputs</b>	<b>Details</b>	<b>Deadline</b>	<b>Payment Terms</b>
	Revised the current “FENFAHI” social marketing strategy and plan for a public awareness campaign for water and sanitation sector	Social marketing strategy and public awareness campaign plan should include but not limited to the following; a. Strategy and plan for public awareness campaign b. Targets and activities to be carried out c. Implementation plan which will guide on what materials and medium is to be utilized during the course of implementation to reach the targets d. Evaluation framework to assess the effectiveness and impact of the awareness campaign on behavioural changes	30 Calendar days from contract signature, upon client review and approval	
	Approval from WATSAN Department		07 days	
	Develop a brand identity to implement the marketing and awareness campaign	<ul style="list-style-type: none"> <li>➤ Final versions of the materials in soft and hard format. All print products must be handed over in PDF, print ready format, workable hardcopy mock ups.</li> <li>➤ All Audio/Visual should have a preview</li> </ul>	50 Calendar days from contract signature, upon client review and approval	

		<p>version and a broadcast quality version, as well as version compatible for YouTube.</p> <p>➤ Source file of all the deliverables must be handed over.</p>		
	Approval from WATSAN Department		07 days	

## 6. INTELLECTUAL PROPERTY

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belonging to the client, which the consultancy firm may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of the client who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission of the Client in line with the national and International Copyright Laws applicable. All the material used in the project should be provided to the client with copyrights cleared.

## 7. PAYMENT SCHEDULE

The payment will be released as follows:

	<b>Deliverables/ Outputs</b>	<b>Due Date and Remarks</b>	<b>Instalment for Payment upon client acceptance and approval of deliverable</b>
1	Revised the current “FENFAHI” social marketing strategy and plan for a public awareness campaign for water and sanitation sector	30 Calendar days from contract signature, upon client review and approval	40% of contract amount
2	Develop a brand identity to implement the marketing and awareness campaign	50 Calendar days after from contract signature, upon client review and approval	60% of contract amount

## 8. QUALIFICATION AND CRITERIA

Criteria, sub-criteria, and point system for the evaluation of Full Technical Proposals are:  
Points

**(i) Specific experience of the organization relevant to the assignment: [25]**

No. of similar marketing/awareness programmes (05 marks per assignment)

**(ii) Adequacy of the work plan and the organization and staffing in responding to the Technical Requirement: [15]**



- b) Work plan [10]  
c) Organization and staffing [05]

**(iii) Key professional staff qualifications and competence: [60]**

	TEAM LEADER	Sub- Category	Total Score
<b>Education &amp; Qualification</b>	Bachelors degree in Journalism, social science or public relations, Marketing or communications or any other relevant field		<b>10</b>
<b>General Experience</b>	Working with social groups and/or communities in the enhancement of community awareness	05 Assignments/ Projects	<b>5.0</b>
<b>Specific Experience</b>	Development or implementation of minimum 02 institutional or marketing programmes	02 Programmes	<b>5.0</b>

	MULTIMEDIA EXPERT	Sub- Category	Total Score
<b>Education &amp; Qualification</b>	Advance diploma in graphic and /or multimedia design or any related field		<b>10</b>
<b>Specific Experience</b>	Concept and design development of graphic templates, posters, flyers video clips, etc.	03 Assignments/ Projects	<b>10</b>

**OR**

	MULTIMEDIA EXPERT	Sub- Category	Total Score
<b>General Experience</b>	developing effective strategies for mass communication and knowledge of media production, communication and dissemination techniques and methods	05 Assignments/ projects	<b>10</b>
<b>Specific Experience</b>	Concept and design development of graphic templates, posters, flyers video clips, etc.	03 Assignments/ Projects	<b>10</b>

## **REPORTING REQUIREMENT**

- The Consultant shall report directly to the Water Department their designate.
- The Consultant shall ensure that all outputs are delivered on time, and in accordance with the time frame and requirements stated in the proposal.
- All materials developed under this program shall be approved by the Ministry.
- All awareness materials produced under this program shall contain the Fenfahi, GCF, UNDP logo, according to the regulations stipulated for the use of said logos. Any and all materials produced under this program can be re used by the Ministry for awareness programs after the end of the program duration.

## **SCHEDULE FOR THE ASSIGNMENT**

Duration of the assignment is 65 Calendar Days from the commencement of the work where the works should be carried out as per the above specified implementation plan or schedule.

## **FEE PROPOSAL / PRICE SCHEDULE**

The NGO is expected to include a lump sum fee in the proposal for the proposed program. The proposal, containing clear documentation on the methodology recommended and the past experience, must be accompanied by detail breakdown of costs such as;

### **Daily consultancy fee**

Any other procurement everyday goods or services needed to be undertaken during the assignment.

### **Other overhead costs associated with the assignment.**

NGO/Consultant should be equipped with the necessary computer hardware and software needed. Ministry will not provide computer hardware and software for completion of the works stated in the proposal and should not be included in the proposal budget for the program.