



Ministry of Finance

TERMS OF REFERENCE

Public Awareness Consultant – Firm Greater Male' Waste to Energy Project - GMWEP

A. Background

The Greater Malé region and its outer islands (classified as Zone 3 in the national solid waste management policy) suffer from severe environmental pollution and deteriorating livability because of inadequate collection and haphazard disposal of solid waste. Zone 3 covers 35 inhabited islands, 73 tourist resorts, 14 city hotels, and 177 guest houses, in the North Ari Atoll (Alifu Alifu Atoll), South Atoll (Alifu Dhaalu Atoll), Malé' Atoll (Kaafu Atoll) and Vaavu Atoll, including the capital city of Malé, with a total population of 295,000 (53% of Maldives). Lack of a sustainable system to manage the 836 tons per day (tpd) of solid waste generated in Zone 3 (results in waste spillage into the ocean, and open dumping and burning of garbage at the 30-year old 10-hectare dumpsite on Thilafushi Island which has no pollution control measures creating a public health and an environmental hazard.¹ Plumes of smoke visible from the capital Malé, the international airport and nearby resorts compromise air quality and pose nuisance to residents and tourists, while leachate and plastics contaminate the surrounding marine environment.

The Government of Maldives is committed to improve the environmental conditions and to strengthen the solid waste management (SWM) system in the country. In Zone 3, it is establishing an integrated (end-to-end) modern SWM system through a phased approach consisting of two projects, supported by the Asian Development Bank (ADB) and other development partners.

The Greater Malé Environmental Improvement and Waste Management Project (Phase 1), supported by ADB and Japan Fund for Prosperous and Resilient Asia and the Pacific, was approved in 2018 and to improve collection and transfer systems in Greater Male and outer islands, and to provide immediate measures to stop smoke and fires on Thilafushi. Phase

¹ The population is expected to grow to 300,000 within the next five years. In 2022 the expected generation of municipal solid waste (MSW) of residents, commercial and industrial entities and institutional bodies is approximately 115,000 tons which is complemented by another 70,000 to 100,000 tons of construction and demolition waste. Breakdown of solid waste by type: construction and demolition = 530 tpd (68%), household = 149 tpd (19%), resort = 48 tpd (6%), commercial = 27 tpd (3%), airport = 9.3 tpd (1.2%), industrial = 6 tpd (0.8%), market = 2.5 tpd (0.3%), hazardous = 1.5 (0.2%), and end-of-life vehicles = 0.65 tpd (0.1%). Source: Government of Maldives, Ministry of Environment and Energy. 2018. Feasibility Study for an Integrated Solid Waste Management System for Zone III (including Greater Malé) and Preparation of Engineering Design of the Regional Waste Management Facility at Thilafushi. Malé.

1 is also supporting community capacity building and public awareness on sustainable SWM, promoting as reduce, reuse, and recycle (3R). The executing agency is the Ministry of Finance (MOF), and the implementing agency is the Ministry of the Environment, Climate Change, and Technology (MOECCT). The Waste Management Corporation (WAMCO) is a key stakeholder as state-owned enterprise responsible to collect and transfer SWM in the Greater Malé area.

Phase 2. The Greater Male Waste-to-Energy Project (Phase 2 or the project) supported by ADB, Asian Infrastructure Investment Bank (AIIB) and Japan Fund for the Joint Crediting Mechanism (JFJCM) will establish a sustainable regional solid waste treatment system in the Greater Malé region and its neighboring outer islands by (i) developing treatment (proven waste-to-energy [WTE] technology), recycling, and disposal infrastructure; (ii) strengthening institutional capacities for sustainable solid waste services delivery and environmental monitoring; and (iii) improving public awareness on WTE and reduce-reuse-recycle (3R). The project was approved in August 2020. The project executing and implementing agencies are the same with Phase 1. The Environmental Protection Agency (EPA) and Utility Regulatory Authority (URA) are two major project stakeholders as they have regulatory and supervising mandate for infrastructure development and service provisions including waste treatment and disposal.

The DBO contract was awarded in October 2021 to URBASER S.A. After the completion of the design and build period (expected to last 3.5 years), the government (MOECCT as plant owner or employer) will be responsible to pay for the full O&M cost of the WTE facility to the operator (URBASER) for the duration of the operation service period, which is 15 years. Under the project, the government has recruited an international consulting firm to support project management, design, and construction supervision (PMDSC), and to act as Employer's Representative.

Need for public awareness under Phase 2. Public awareness and behaviors are crucial factors for the success and sustainability of any SWM system and to maximize environmental, economic, and public health benefits. This also applies to the project area, where residents need to understand better about the new SWM system being implemented under the projects and their role/contribution (e.g., avoid open dumping, ensure proper segregation) in public and environmental health. This would require substantial efforts given the considerable change from the status quo (open dumping and burning) and in the complexity of the new SWM system, which also include a WTE facility.

B. Objectives of the Assignment

A public awareness and community capacity building consultant (firm) will be mobilized under Phase 2 **to design and implement a comprehensive public awareness and behavioral change program focused on the role of WTE, 3R, and public participation, to ensure sustainable SWM service delivery in the project area (Greater Malé and its outer islands [Zone 3]).** These are a crucial factor to achieve the project outcomes and sustainability, and maximize environmental, economic, and public health benefit.

Scope of Services and Terms of Reference

The consulting firm will be responsible to develop and conduct effective public awareness, community participation, and behavior change campaigns for sustainable SWM in the project

area (e.g. by promoting maximum waste recovery through reduction, reuse, recycling, signing up for waste collection services and smoother project implementation etc.). These should be consistent with the existing SWM strategy and systems established under the Phase 1 of the project, in line with communication campaigns being conducted in other zones in the Maldives, and must comply with the standards set by the national waste management campaign — '**Fasgandu**' in coordination with the Ministry of Environment, Climate, and Technology, Atoll Councils, and relevant Islands Councils.

The public awareness consultant will report to the IEC Specialist of project management unit (PMU) in MOECCT and will work in coordination with the other key project stakeholders including PMDSC, DBO Contractor, WAMCO, local authorities and non-governmental organizations (NGOs).

All content developed must be tailored to specific demographics, including young and mature audiences. Children and the elderly should be given special consideration. Depending on the nature of the message, specific content may need to be devised.

Detailed Tasks

The consultant will conduct the following detailed tasks:

1. **Develop communication and behavioral change strategy and plan.** With a focus on WTE and the project's relevance to improving people's lives, develop clear goals and a communication strategy for community engagement, behavior change, and awareness campaigns throughout Greater Malé and the outer islands.
 - a. Conduct stakeholder analysis and capacity assessments of SWM-related institutions in regard to the implementation of WTE in the Maldives;
 - b. Literature review of existing documents and materials.
 - c. Conduct a rapid assessment to determine the prevalent practices/behaviors of stakeholders and the public on adopting source segregation, 3R and the barriers to the successful implementation of WTE in the Maldives.
 - d. Conduct three workshops with the relevant stakeholders to revise the existing IEC materials in correspondence to the objective of this TOR.
 - e. Conduct formative research through interviews/ consultations with key stakeholders, focus group discussions, and studying the SWM communication strategies of notable agencies such as UNDP, World Bank, ICRC, WAMCO, and relevant NGOs such as PARLEY in Maldives;
 - f. Develop awareness campaigns and strategies (both for Greater Malé and the outer islands) through traditional and digital media for broader coverage as required by the project in compliance with the national SWM policy "Fasgandu" and globally recognized best practices for promoting 3R and WTE;
 - g. Develop an effective, comprehensive communication strategy and plan to engage stakeholders at different levels to contribute to the successful implementation of the project and its components;
 - i. All materials developed must be optimally aligned with the project branding strategy, donor brand standards, and worldwide best practices. After consulting with the PMU, the consultant may propose modifications to the existing branding standards that were produced during Phase 1 of this project.

- h. The Ministry, DBO Contractor, PMDSC Consultant, WAMCO, EPA and URA must all be consulted in the development of the communication strategy's key segments about the safe operation of the WTE system. The communications strategy must also include operating procedures to follow in case of an emergency (Scenario statements approved by the aforementioned stakeholders and written in Dhivehi and English for Print, TV, Website, etc.) and comprehensive guidelines to follow during site visits, such as those to be used during academic tours, in order to maintain consistent and clear messaging objectives.
- i. Develop and carry out a comprehensive IEC campaign for education institutions in Zone 3 that focus primarily on the demographics of students and youth in order to inspire and promote the long-term success of WTE, sustainable SWM, and 3R activities in the Maldives;
- j. Prepare a field-testing strategy and prepare a corresponding report to evaluate the effectiveness of the communication materials to a specific audience under the direction of the consulting firms' communication specialist and the IEC specialist at the PMU.
- k. Create a comprehensive framework for the implementation, monitoring, and evaluation of the proposed IEC activities that includes region-specific KPIs developed for both Greater Malé and the outer islands in Zone 3.
- l. Design and develop content for the dynamic online portal. To disseminate the final deliverables that have been approved, design and create modern, user friendly digital content that will be published on the dynamic online portal developed as part of the project.
 - i. The project's web portal has been completed and is presently operational. Following consultation with the PMU, the consultant may suggest modifications to be made if it is determined that the existing platform is inadequate or does not complement the newly developed IEC materials as part of Phase 2 of the project.

2. Develop communication and behavioral change materials. Develop communication tools (all in Divehi and English) in accordance with the plan and strategy established in (1.)

- a. Provide a comprehensive work plan based on the findings including with a timeline of deliverables. This should include a content delivery schedule as well as a full quarterly plan with specific strategic direction. It is the consultant's responsibility to advise the project team on content dissemination throughout the development of the communication materials.
- b. Approve and revise the work plan and materials based on input from the project team.
- c. Design detailed awareness and communication materials for dissemination through social networks (Twitter, Facebook, Instagram, YouTube, LinkedIn, TikTok, Snapchat and similar) and traditional media for wider coverage as required by the project;
- d. Develop, test, and evaluate communication strategies with the target demographic in Greater Malé and the outer islands;

- e. Create final designs for awareness and communication products (including but not limited to flyers, posters, factsheets, billboards, banners, booklets, board games, signage and similar).
- f. Design and deliver the tools needed to support the public awareness campaigns in Greater Malé and outer islands.
- g. Produce broadcast materials for radio and television, such as visual media, documentaries, commercials, and radio spots.
- h. All materials should follow a detailed branding guideline and ensure there is uniformity and consistency.
 - i. All materials developed must be optimally aligned with the project branding strategy, donor brand guidelines, and worldwide best practices. After consulting with the PMU, the consultant may propose modifications to the existing branding standards that were produced during Phase 1 of this project.
- i. The consultant will be responsible for overall communication direction, design, and content development for the project website, as well as developing content specific to Phase 2 project outputs for the PMU's existing social media profiles on Twitter, Facebook, Instagram, YouTube, LinkedIn, TikTok, and Snapchat.
- j. The consultant will be responsible for:
 - i. creating time sensitive marketing campaigns and take ownership of day-to-day web management projects;
 - ii. developing overall social media strategy and social strategies to drive audience to increased awareness;
 - iii. using and developing innovative tactics that increase brand loyalty and content consumption;
 - iv. building online audience for various social media campaigns;
 - v. developing new content as well as repurpose and distribute existing content via social channels;
 - vi. promoting, engaging and converting social media traffic to generate greater return on investment;
 - vii. managing organic and paid promotion for all the channels
 - viii. collaborating with the project team to keep the communication tools up to date on project progress;
 - ix. interacting with as well as directing PMU on how to engage with online users in social media platforms, in addition to participating in dialogues as appropriate;
 - x. developing and monitoring effective benchmarks for measuring the impact of communication, public awareness and social media activities;
 - xi. analyzing, reviewing, and reporting on campaigns effectiveness to maximize results; and
 - xii. tracking and reporting on IEC, social media, and digital marketing progress, trends, and competition. The consultant is expected to hold excellent communication skills including extensive knowledge on writing, designing, editing, copy editing, and website maintenance.
- k. Create interactive digital experiences such as infographics, motion graphics, animated videos, digital flashcards, e-newsletter templates, social media filters/stickers, and animated gifs showcasing:

- i. A timeline demonstrating the project's improvements to the Thilafushi Waste Disposal Facility/Thilafushi Waste-to-Energy Facility (one which showcases how the waste-to-energy system works, including a Detailed Work Flow).
- ii. Household waste segregation techniques and the usage of segmented bins to ensure the best possible waste segregation for the sustainability of the WTE plant.
- iii. Outer Island IWMCs being developed/upgraded as part of the project and its positive impact to island communities.
- iv. The national Plastic phase out plan and its positive impact to the nation
- v. The logistical operation of the transfer vessels and how waste will be transported to Thilafushi from the Islands, supported by the project's enhancements and outputs.
- I. Design and develop interactive public experiences, events and workshops specific to schools and island communities including:
 - i. Physical 3D mockup of the Thilafushi waste-to-energy plant and the redevelopment of Thilafushi Waste Disposal Facility
 - ii. Reusable Exhibition kits and package including a booth design, pop-up stand with graphic elements, and promotional materials to be distributed during public engagement sessions.
 - iii. School and island workshop starter kits, which includes a graphical photo backdrop, student souvenirs, and project-branded materials for distribution.

Note: In all awareness materials and communications strategy a key emphasis has to be given to showcase how people at individual levels contribute to the WTE system and their part in an overall sustainable SWM. They should know how the full system operates (including its safety) and how they are contributing to its sustainability. They should be informed on the behavioral change activities required to ensure the sustainability of the entire system.

- 3. Conduct Public awareness and behavioral change campaigns.** Conduct public awareness campaigns/activities in Greater Malé and outer islands (Zone 3)
- a. Conduct awareness activities, including media campaigns and material dissemination, before and during project implementation, in line with the plan and communication strategy developed in (1.);
 - b. Involve and coordinate with community, community-based organizations, NGOs, elected representatives, development partners such as UNDP, World Bank, ICRC, and other relevant organizations in awareness and behavior change campaigns;
 - c. Engage door-to-door and household visits to create awareness and enhance community engagement both in Greater Malé and outer islands.
 - d. Engage and train education stakeholders, such as School Environmental Clubs to continuously run awareness campaigns and training programs in their respective islands;
 - i. Toolkits and IEC materials developed as part of this task must align with the National Waste Management Campaign 'Fasgandu'

- e. Engage with tourist facility providers including resorts, guesthouses etc. to run awareness campaigns and training programs on sustainable waste management and its implications for sustainable tourism;
- f. Promote good sanitation behavior at all levels to facilitate sound SWM systems which may include:
 - i. Subscribing to a waste collection service provider
 - ii. Adapt daily habits to agreed solid waste system (rules, schedules, e.g. to offer it at the right time and place for collection)
 - iii. Bring waste to collection point for transfer
 - iv. Segregate waste in designated bins or bags
 - v. Cooperate in clean-up campaigns - keep house/premises and surrounding environment clean
 - vi. Do not dump waste in open or ocean.
- g. Communicate the role of women and their scope for public involvement in improved solid waste management activity, in line with 3R; this will include adoption of practices at the household level that reduces waste generation (including reduced use of disposable and single-use plastics) and the separation of compostable and recyclable waste, and eliciting participation in community level activity and schools;
- h. Encourage households and communities to segregate waste, compost organic waste and use compost through appropriate provision of incentives (e.g. distribution of bins, free health camps and tools);
- i. Ensure 3R household and community level activities are integrated into overall solid waste management practices, strategy, and plan (waste collection, transportation, processing, recovery, and disposal) of MoECCT;
- j. Sensitize and motivate stakeholders to desist from illegal dumping and burning of waste, including showcasing adverse environmental and health impacts;
- k. Assist the PMU to develop and report on gender related activities and indicators in the project design and monitoring framework;
- l. Communicate the benefits of the project to the community and generate awareness among stakeholders on the waste to energy component designed to meet international standards and the importance of paying tariffs for sustainable service delivery;
- m. Report on public awareness generation, communication activities, maintaining sex-disaggregated data, minutes of meetings and photographic and video records, and present the same in the quarterly progress reports;
- n. Assist the PMU with project information disclosure requirements to stakeholders in line with ADB's Access to Information Policy, 2018.

Indicative Consulting Services

Consulting services for this assignment will be contracted by the government to a firm, which will be selected following a quality and cost-based selection method (90:10), for a total of 75 person-months (4 person-months international and 71 person-months national) over 4 years. All consultants will be recruited according to the ADB Procurement Policy (2017, as amended from time to time) and the Procurement Regulations for ADB Borrowers (2017, as amended from time to time).

TEAM COMPOSITION AND KEY QUALIFICATIONS (International 4 Person-Months, National, 71 Person-Months)

The table below shows the experts required and indicative person-months.

Summary of Consulting Services

NO.	Position	Person-Months
International Key Experts		
1	Communication and Social Marketing Specialist	2
2	Solid Waste Management Specialist	2
Total International Key Experts		4
National Key Experts		
3	Information Education, and Communication & Behavior Change Communication Expert (Team Leader)	12
4	Web, Graphics Designing, Short Video Clip Production & Social Media Specialist	5
5	Film and audio-visual Expert	5
Total National Key Experts		32
National Non-Key Experts		
6	Community Mobilization and Outreach Expert	9
7	Motivators (2 no.)	40
Total National Non-Key Experts		49
TOTAL		71

Team Composition and Key Qualifications

MINIMUM QUALIFICATION REQUIREMENTS AND TASKS

The consultant is expected to propose experts adequately qualified and experienced to undertake efficiently the tasks/responsibility described below.

1. **Communication and Social Marketing Specialist (International, 2 PM, Intermittent).**

The consultant will guide and review the content, the schedules, the outline of the entire IEC and behavioral change communication (BCC) campaigns and provide international best practice/advice from successfully implemented IEC campaigns. To work closely with the National team in formulating and reviewing the Communication Strategy.

Qualification requirements:

The consultant should hold a master's degree qualification in communications, social sciences with communications or related discipline and have at least 5 years of experience in designing and implementing public awareness campaigns and targeted social marketing and behavior change strategies. The consultant should have proven experience in the design of successful communication strategies in an urban services context at international/national level, preferably to reduce improper disposal of solid waste and to encourage the 3Rs and other such municipal services.

2. **Solid Waste Management Specialist (International, 2 PM, Intermittent).**

The consultant will provide inputs, review the content, the schedules, the outline of the entire capacity development curricula for outer island community training in SWM and IWMCs operation and maintenance. He/she will provide international best practice/advice from successfully implemented capacity development campaigns. The consultant should work closely with the National Team in reviewing and formulating the awareness materials.

Qualification requirements:

She/he must hold a master's or a higher qualification in civil/environmental engineering or geotechnical waste engineering or engineering design for sustainability or related discipline and have at least 10 years of practical working experience. The consultant will preferably have experience in developing training curricula and capacity development activities.

3. **IEC and Behavior Change Communication Expert (Team Leader – National, 12 PM, Intermittent).**

The expert will be responsible for overall management, design, implementation and administration of IEC activities in Greater Malé and outer islands in Zone 3 as envisaged under this project. This will include:

- a. preparation of detailed work plan;
- b. development of IEC strategy and communication tools development supervision;
- c. supervision for mobilization of IEC team personnel viz. agreed manpower in required time frame;
- d. mass media (print and broadcast) outreach including press visits, conferences and released organization;
- e. Basic design work and knowledge on graphic designing programs such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign etc.
- f. coordination with the Client and its representatives and other designated agencies; design of IEC strategy and all IEC components included in this Consultancy;
- g. coordination with creative agency for IEC materials development;
- h. facilitate, develop and guide the dissemination of IEC/ BCC tools using appropriate communication approaches;
- i. preparation and submission of progress reports on a six-monthly basis to the Client, and
- j. oversee implementation of the gender action plan.
- k. travel to outer islands and conduct basic and advanced trainings and other adequate capacity development activities on community SWM and IWMCs operation and maintenance in all outer islands, visit households to create awareness and understand the practices of waste management, visit schools, businesses and other relevant stakeholders to collaborate (if required) and conduct engagement sessions
- l. Must also support and assist PMU in any project related work and render full support in any outsourced work related to PAC work within the area of specialty.

Qualification requirements:

She/he must have a graduate academic qualification in development communication, journalism, sociology or marketing with 5 years of experience in planning, designing and implementing awareness generation activities in development projects and programs. The team leader should at have at least 5 years of experience in leading and supervising multidisciplinary teams engaged in IEC/BCC activities, experience in mass media outreach, IEC activities with gender and social development features, and sound knowledge of written and oral Maldivian language along with good command over English.

4. Web, Graphics Designing, Short Video Clip Production & Social Media Specialist (National, 5 PM, Intermittent).

The consultant will be responsible for overall creation, design and maintenance of project website (including a dynamic knowledge portal) and develop and manage social media content and pages for the project on various social networks including Facebook, Twitter, YouTube, Instagram, Pinterest, Snapchat, Tiktok etc.

- a. designing and developing digital artwork for print and online mediums
- b. developing short video clips (animations 2D or 3D etc, Gifs etc) with infographics to create awareness;
- c. take photos and videos from the training and capacity development activities, or develop scenarios to pass messages and develop photo and video content. These should be shared on social media with key messages and regularly produced
- d. creating time sensitive marketing campaigns and take ownership of day-to-day web management projects;
- e. developing overall social media strategy and social strategies to drive audience to increased awareness;
- f. travel to islands with the team when necessary, cover the events on social media and ensure regular updates are made on a timely basis.
- g. using and developing innovative tactics that increase brand loyalty and content consumption;
- h. building online audiences for various social media campaigns;
- i. developing new content as well as repurpose and distribute existing content via social channels;
- a. promoting, engaging and converting social media traffic to generate greater return on such investments;
- b. managing organic and paid promotion for all the channels
- c. working with the project team to ensure social media tools are kept up-to- date;
- d. interacting with online users in social media spaces and engaging in dialogues where appropriate;
- e. monitoring effective benchmarks for measuring the impact of social media activities;
- f. analyzing, reviewing, and reporting on campaigns effectiveness to maximize results; and
- g. tracking and providing analytics and reports on social media progress, trends, and competition.
- h. must also support and assist PMU in any project related work and render full support in any outsourced work related to PAC work within the area of specialty.

She/he should have strong communication skills with in depth knowledge of a wide range of services including writing, designing, editing, proofing, and site maintenance. The expert is expected to have:

- a. sound knowledge of Search Engine Optimization and social media optimization;
- b. good editorial and design judgement;
- c. good experience with graphic designing programs such as Adobe Photoshop, Sketch, Adobe Illustrator, Affinity Designer, Adobe InDesign and also Video

Editing Software's such as Adobe Premiere Pro, Cyberlink PowerDirector 365, Pinnacle Studio.

- d. experience with analytics tools such as Google Analytics, Facebook Insights and others; and
- e. experience with one or more Content Management Systems with knowledge of industry best-practices, including content delivery standards and usability.

Qualification requirements:

The expert must have a tertiary academic qualification in multimedia or graphics designing or motion pictures and visual arts, or information sciences with design. She/he should also have 5 years of working experience in planning, designing and implementing design campaigns, digital art work production, website and social media activities. She/he will have sound knowledge of written and oral Maldivian language along with working knowledge in English language.

5. Film and Audio-visuals Expert (National, 5 PM, Intermittent).

The consultant will be responsible for production of small films, TV spots and documentaries required for awareness, behavior change and outreach efforts in the project. She/he will also film and edit footage of key events documenting project activities and processes.

Must also support and assist PMU in any project related work and render full support in any outsourced work related to PAC work within the area of specialty.

Qualification requirements:

- a. The consultant must have a post-secondary academic qualification or a certificate level training in film-making, information sciences or development communication.
- b. Must have experience with graphic designing programs such as Adobe Photoshop, Sketch, Adobe Illustrator, Affinity Designer, Adobe InDesign and also Video Editing Software's such as Adobe Premiere Pro, Cyberlink PowerDirector 365, Pinnacle Studio.
- c. Must have knowledge of video editing, dubbing, lighting and experience in creative direction.
- d. Must have at least 5 years of working experience in planning, designing, editing and producing short films and documentaries. She/he will have sound knowledge of written and oral Maldivian language along with working knowledge in English.

6. Community Mobilization, Outreach and Gender Expert (National, 9 PM, Intermittent)

The consultant will be responsible for planning, designing and implementing awareness, behavior change and outreach activities and activities for creation of consumer database in the Greater Malé region targeting households, businesses, institutions, hotels /guesthouses/resorts, tourists, solid waste collection staff and other key stakeholders. She/he will:

- a. use communications tools and strategies to effectively inform and engage the various stakeholders through on-ground activities and approaches;
- b. lead the formation of community groups, particularly women's groups and engage with them regularly to build their social leadership skills and provide them best practices for bringing positive behavior in relation to sustainable SWM;
- c. conduct consultations with the community members for disseminating valuable information for perception and behavior change;
- d. assist the team leader in designing community awareness strategies and IEC/BCC materials;
- e. liaise with local NGOs and CBOs to engage and involve them in SWM-related activities;
- f. assist in formative research, and
- g. support implementation of gender action plan.
- h. regularly travel to outer islands and conduct basic and advanced trainings and other adequate capacity development activities on community SWM and IWMCs operation and maintenance in all outer islands, visit households to create awareness and understand the practices of waste management, visit schools, businesses and other relevant stakeholders to collaborate (if required) and conduct engagement sessions
- i. support and assist PMU in any project related work and render full support in any outsourced work related to PAC work

Qualification requirements:

The consultant will preferably have a degree in sociology, social work or development communication, and at least 5 years of working experience in planning, designing and implementing community outreach activities with gender and social development features in an urban setting. She/he will preferably have experience in urban municipal services such as drinking water and sanitation, SWM and health services, and sound knowledge of written and oral Maldivian language.

7. 3R Motivators (National, 40 PM, Intermittent)

- a. The motivators will be responsible for sensitize, raise awareness, and motivate communities on 3R from grassroots level.
- b. regularly travel to outer islands and conduct basic and advanced trainings and other adequate capacity development activities on community SWM and IWMCs operation and maintenance in all outer islands, visit households to create awareness and understand the practices of waste management, visit schools, businesses, and other relevant stakeholders to collaborate (if required) and conduct engagement sessions.

- c. Must also support and assist PMU in any project related work and render full support in any outsourced work related to PAC work within the area of specialty.

Qualification requirements:

They will preferably have completed certificate level academic program and have at least 5 years' experience in community mobilization and sound knowledge of written and oral Maldivian language

Note: In all awareness materials and communications strategy a key emphasis has to be given to showcase how people at individual level are contributing to the WTE system and their part in SWM. They should know how the full system operate, function and how they are contributing to the generation of electricity. They should be informed on the behavioral change activities required to ensure the success of the operation of the entire system (including the soft and hard components).

Supply of equipment

The consulting firm will provide computer equipment, internet, telephone facilities, stationary, furnished office space, transport facilities, and other direct and indirect requirements to the experts at its cost to enable them to efficiently and effectively deliver the services expected.

Client's Input and Counterpart Personnel

Professional and support counterpart personnel will be assigned by the Client to the consultant's team. The Client may provide the counterpart staff to works in field as available with the client. This will be discussed and finalized during contract negotiations.

Inputs, Project Data and Reports to Facilitate Preparation of the Proposals

The consultant will have access to the following inputs, project data and reports available with the client to facilitate preparation of the proposals:

1. Data, market surveys, reports, maps etc. as available with the Client;
2. Approved project reports and strategy
3. Ongoing communication campaigns at national level.

Deliverables

The deliverables from the Task will include at least:

- a. Communication strategy, to be prepared within 2 months of the Assignment
- b. Develop and carry out a comprehensive IEC campaign for all K-12 education institutions within the Greater Malé promote the long-term success of WTE, sustainable SWM, and 3R activities.
- c. Develop the Interactive web interface and knowledge portal on the Project with a focus on the benefits of WTE, SWM and 3R in Maldivian language with select portions in English language too
- d. Production of three short films or documentaries, to be delivered once every 3 months of the Assignment; after an agreed-upon grace period with the approval of the PMU; content developed must be developed in an agreed upon format, compatible with YouTube or equivalent; electronic copies shared with WAMCO & MoECCT for broadcast by Public Service Media (PSM)². To be also used during IEC events and meetings.
- e. Six TV spots (of 20 – 30 seconds each), to be delivered once every 3 months of the Assignment; after an agreed-upon grace period with the approval of the PMU; uploaded on YouTube and electronic copies shared with WAMCO & MOE for broadcast by PSM. To be also used during IEC events and meetings.
- f. At least 12 tweets every month from 2nd month onwards of the Assignment; after an agreed-upon grace period with the approval of the PMU;
- g. At least 12 Facebook/Viber/Instagram or other such platform posts every month from 2nd month onwards of the Assignment; after an agreed-upon grace period with the approval of the PMU;
- h. Five radio spots of 10 - 30 seconds each; to be shared with WAMCO & MOE for broadcast by PSM;
- i. Four multimedia presentations on the Project, WTE implementation and viability of the project to the Maldivian society.
- j. Six leaflets on WTE, SWM and 3R (A4 or similar)
- k. Six posters on WTE, SWM and 3R (A3 or similar)
- l. Design, delivery and installation of six outdoor advertising campaigns to be used for billboards, taxis and cars, bus wrapping, boats, and similar.
- m. Thirty community engagement events in Malé, Hulhumalé and Villimalé
- n. Capacity development curricula material for WTE-related trainings
- o. At least press releases during the Assignment period and ten press engagements targeting electronic and print media
- p. Reports on public awareness progress, communication activities, and meeting minutes of all events to be delivered within 14 working days of each engagement in an agreed upon format. (community engagement, training, engagement with stakeholders, etc.)

² <http://www.psm.mv/company> (PSM is the official State Media in the Maldives; it owns and operates Television Maldives, Yes TV, Maldives TV and Majlis TV (TV channels); Dhivehi FM, Dheenuge Adu and Dhivehi Raajeyge Adu (Radio channels); and Maldeeb weekly magazine.)

ABBREVIATIONS

3R	reduce, reuse, recycle
ADB	Asian Development Bank
DMF	design and monitoring framework
EMP	environmental management plan
FMA	financial management assessment
IEC	Information, Education and Communication
MOF	Ministry of Finance
O&M	operation and maintenance
PAC	Public Awareness Consultant
PAM	project administration manual
PMDSC	project management, design and construction supervision consultant
PMU	project management unit
PPMS	project performance management system
SOE	statement of expenditure
SPS	Safeguard Policy Statement 2009
SWM	solid waste management
TA	technical assistance
TOR	terms of reference
tpd	ton per day
WTE	Waste-to-energy
WAMCO	Waste Management Corporation Limited