



REQUEST FOR EXPRESSION OF INTEREST
No. 2023-025

PROCUREMENT OF CONSULTANCY FIRM FOR THE DEVELOPMENT OF THE COMMUNICATION PLAN AND IEC/CEPA MATERIALS OF "ENSURING SUSTAINABLE BENEFITS FROM PEATLAND THROUGH PROTECTION AND WISE USE" (ESBENEPEAT) PROJECT

The Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR) intends to engage the services of a Consultancy Firm for the Development of the Communication Plan and IEC/CEPA Materials of the ESBenePeat Project who will be responsible for the drafting and finalization of Terms of Reference, Evaluation Criteria and other related documents for the major activities under the Project in accordance with the project documents, R.A. 9184 and its Implementing Rules and Regulations and Project Operations Manual.

The BMB-Bids and Awards Committee calls for the submission of documents for qualified consultancy firm interested to bid for the requirement below, to wit:

<u>Requirement</u>	<u>Duration</u>	<u>Budget</u>
Consultancy Firm	Three (3) months	P672,000.00 (Inclusive of tax)

The documents for submission are:

1. Letter of Intent
2. A write-up about firm to include the following:
 - Basic personal information of each member of the team, including current email address, telephone or fax number;
 - Curriculum Vitae/Educational Background of members who will be involved in the project;
 - Experiences in crafting of communication planning, brand identity development, and IEC/CEPA materials for biodiversity conservation and environment-related campaigns and advocacies;
 - Experience in Information, Education and Communication development for wetlands conservation and management, specifically on Philippine peatlands;
 - Relevant experience in working with the public and private sector and/or intentional organizations on consultancy assignments, especially in IEC/CEPA development;
 - Experience in working in government agencies and multi-lateral development agencies;
 - Sample of completed works in electronic copy.
 - Relevant accomplishments; and
 - List of related ongoing/previous works and projects
3. SEC/DTI/CDA Registration
4. Business/Mayor's permit
5. PhilGEPS Certificate of Registration of the Firm

6. Income/Business Tax Return
7. Omnibus Sworn Statement

Incomplete/non-submission of these requirements shall be grounds for disqualification from the procurement process.

For inquiries, please contact Ms. Zoisane Geam G. Lumbres at Telephone No. 8924-6031 local 231.

Interested applicants must submit the documents on or before 5:00pm, _____ to

JUN 06 2023

The Chairperson

Bids and Awards Committee

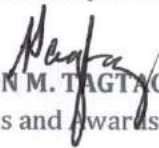
Biodiversity Management Bureau

Ninoy Aquino Parks and Wildlife Center, North Avenue, Diliman, Quezon City

Tel. No. 8924-6031 loc. 221 Fax: 8924-6031 loc. 220

Email address: bacsec@bmb.gov.ph; bdcorr.nrm@gmail.com

Approved for posting:



ANSON M. TAGTAG

Chairperson, Bids and Awards Committee

TERMS OF REFERENCE

Procurement of Consultancy Firm for the Development of the Communication Plan and IEC/CEPA materials of the ESBenePeat Project

The Biodiversity Management Bureau intends to engage the services of a consulting firm for the development of a Communication Plan of the ASEAN-EU-GIZ SUPA Component 1 Country Project entitled: “Ensuring Sustainable Benefits from Peatland through Protection and Wise Use” (ESBenePeat)

Description:	Consulting Service for the development of the Communication Plan for peatland protection, conservation and sustainable management and IEC/CEPA materials of the ESBenePeat Project
Duration of Contract:	3 months
Approved Budget:	Php 672,000 inclusive of tax

I. Background and Rationale:

The Department of Environment and Natural Resources (DENR) – Biodiversity Management Bureau (BMB), in its capacity as the National Focal agency for the ASEAN Task Force on Peatlands (ATFP), with the support from GIZ Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, is implementing the ASEAN-EU-GIZ Sustainable Use of Peatlands and Haze Mitigation (SUPA) country project entitled “**Ensuring Sustainable Benefits from Peatland through Protection and Wise Use (ESBenePeat)**”. The project is covered by a Grant Agreement by and between the DENR – BMB, and GIZ, with the implementation from 1 January 2022 to 31 October 2023. Its primary purpose is to ensure the provision of the ecological functions and services of the Philippines peatland through its protection and sustainable management.

The key measures to attain this goal are covered in the work packages of the project implementation plan, indicated as follows:

- **Work Package 1.** Assessment, GIS, Mapping, and Database Establishment
- **Work Package 2.** Strengthening of Peatland Policy and Updating of the National Action Plan on Peatland.
- **Work Package 3.** Strengthening and enhancement of the capacity of relevant agencies and other concerned stakeholders on peatland management.
- **Work Package 4.** Protection and Rehabilitation of Peatland.
- **Work Package 5.** Identification and Enhancement of Biodiversity Friendly-Practices for Peatland communities.

One of the output indicators under Work Package 4 of the ESBenePeat project is the development of a communication plan and the development and production of IEC/CEPA materials.

II. Objectives and Scope of Work

The Project intends to engage the services of a consulting firm to (i) to develop a communication plan to increase and effectively disseminate knowledge on peatland protection, conservation and sustainable management, (ii) design and produce communication materials targeting different audiences; and (iii) to align and integrate the approved communication plan of the project into the overall communication plan of the Biodiversity Management Bureau.

The scope of work of this Terms of Reference is beyond the optimum in-house capability and current workload of the procuring entity and is consistent with the Government's policy not to compete with the private sector as integrated into Item 2 of Annex "B" of the 2016 Implementing Rules and Regulation of RA 9184.

III. Detailed Task

The consulting firm will work with the ESBenePeat Project Office and the OIC Chief of CAWED division of the Biodiversity Management Bureau, and will be responsible for the following tasks:

1. Develop, in close coordination with BMB, specifically with the Caves, Wetlands and Other Ecosystems Division (CAWED) and the Project Management Unit (PMU) staff of the ESBenePeat Project, a detailed communication plan on peatland protection, conservation and sustainable management to enhance the understanding and knowledge of the general public, key stakeholders in the government and private sector at the national and local levels and help achieve overall programme objectives. The communication plan must be aligned with the existing communication plan of the Biodiversity Management Bureau
2. Develop a brand style guide that sets the standards for the design, composition and general look-and-feel of the Project's branding, from logo usage to color palette and typography, to ensure consistent brand identity in all knowledge products
3. Produce an informative 3-5-minute animated video on Philippine peatlands
4. Produce two (2) multi-fold brochures on Philippines peatlands:
 - a. brochure version of the animated video
 - b. informative brochure showcasing selected sites

The Consultancy Firm shall likewise be guided by the BMB brand guidelines, as provided under the BMB Technical Bulletin No. 2019-05.

IV. Duration

The services of the Consultancy Firm shall be engaged continuously for a period of three (3) months effective upon signing of the contract and Notice to Proceed.

V. Deliverables and Reporting Arrangements

This is an output-based engagement. The firm will not be required to report regularly or be present at the Project Office during the contract period but will be requested to attend meetings and report to the OIC Chief of CAWED regarding progress as necessary. The Consultancy Firm shall work closely with DENR-BMB specifically with CAWED and the Project Coordinator of the ESBenePeat Project for progress and updates on the consultancy assignment, the firm shall be expected to submit the following deliverables:

1. Outline of the communication plan and CEPA materials to be produced
2. First drafts of the communication plan aligned with the BMB communication plan, the brand style guide complete with logo usage specifications, animated video, and brochures on Philippine peatlands
3. Final version of the communication plan in soft and hard copy, the brand style guide complete with logo usage specifications, and the animated video on Philippine peatlands

4. Print ready electronic copy of multi-fold brochures with recommended specifications for production/printing purposes

VI. Qualifications and Professional Requirements:

- A. The Firm should have the following qualifications:
- Five (5) years of relevant experience in communication planning, brand identity development, executing creative concepts, narratives, messages through audiovisual presentations and learning videos and production IEC/CEPA materials for biodiversity conservation and environment-related campaigns and advocacies;
 - Have relevant experience in IEC/CEPA development for wetlands conservation and management, preferably including Philippine peatlands;
 - Three (3) years of relevant experience in working with the public and private sector and/or international organizations on consultancy assignments, especially in IEC/CEPA development;
 - Two (2) years of experience/professional engagements working with government agencies (specifically with DENR), academe, non-government organizations or professional organizations involved in the management of environment and natural resources; and
- B. The firm should have the following team members:

Team Members	Minimum Qualification Requirements
<p>Writer (Team Leader)</p>	<ul style="list-style-type: none"> • A bachelor's degree in Communication s, Fine Arts, Multimedia Arts, Social Sciences, Humanities or any related field; or has equivalent combination of education and training relevant to the role; • Has at least 5 years experience in developing and executing creative concepts, narratives, messages through audiovisual presentations and learning videos; • Five (5) years of relevant experience in communication planning, brand identity development, and production IEC/CEPA materials for biodiversity conservation (preferably for wetlands conservation and management, preferably including Philippine peatlands) and environment-related campaigns and advocacies • Three (3) years of relevant experience in working with the public and private sector and/or international organizations on consultancy assignments, especially in IEC/CEPA development • Two (2) years of experience/professional engagements working with

	government agencies (specifically with DENR), academe, non-government organizations or professional organizations involved in the management of environment and natural resources
Graphic Designer	<ul style="list-style-type: none"> • Any degree/diploma/certificate of training relevant to graphic design or any related field. • Has at least 5 years experience in creative directing/art directing and lay-outting educational/ marketing materials. • Experience working as an Adobe certified professional • Five (5) years of relevant experience in production of IEC/CEPA materials for biodiversity conservation and environment-related campaigns and advocacies
Video Editor/ Animator	<ul style="list-style-type: none"> • Any degree/diploma/certificate of training relevant to video animation and editing or any related fields; • Has at least 5 years experience in video animation, editing, photo editing, illustrating and graphic design; • Experience working as an Adobe certified professional.

VII. Payment Schedule

The Consulting Firm shall receive a total remuneration of Php 672,000 inclusive of tax which will be paid in tranches based on the following release terms:

Tranche	% of the Budget	Equivalent Amount (Php)	Fund Release Terms
1st Tranche	15%	100,800	Upon signing of contract and submission of a work plan outlining the communication plan, brand style guide, and IEC/CEPA materials to be produced
2nd Tranche	20%	134,400	Upon submission and acceptance of the first drafts of the communication plan, and the brand style guide
3rd Tranche	20%	134,400	Upon submission and approval of the first drafts of the animated video and the two(2) multi-fold brochures
4th Tranche	45%	302,400	Upon submission and acceptance of the final version of the communication plan, brand style guide, animated video, and print ready

			multi-fold brochures/ IEC/CEPA materials on peatland
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VIII. Applicants must submit the following:

- Letter of Intent
- A write up about the firm to include the following:
 - Basic personal information of each member of the team, including current email address, telephone or fax number
 - Curriculum vitae/Educational Background of members who will be involved in the project;
 - Experiences in crafting of communication planning, brand identity development, and IEC/CEPA materials for biodiversity conservation and environment-related campaigns and advocacies
 - Experience in Information, Education and Communication development for wetlands conservation and management, specifically on Philippine peatlands
 - Relevant experience in working with the public and private sector and/or international organizations on consultancy assignments, especially in IEC/CEPA development
 - Experience in working in the government agencies and multi-lateral development agencies; and
 - Sample of completed works in electronic copy
 - Relevant accomplishments
 - List of related on-going/previous works and projects
- SEC/DTI/CDA Registration
- Business/Mayor's permit
- PhilGEPS Certificate of Registration of the Firm
- Income/Business Tax Return
- Omnibus Sworn Statement

Please send application not later than _____ to:

The Chairperson

Bids and Awards Committee


Biodiversity Management Bureau – Department of Environment and Natural Resources

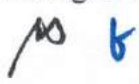

Ninoy Aquino Parks and Wildlife Center Cpd., North Avenue, Diliman, Quezon City

Telephone No. 89258950; Fax No. 89246031 local 221

Email address: bacsec@bmb.gov.ph / bmb@bmb.gov.ph

Approved by:


MARCIAL C. AMARO, JR., CESO II
 Director, In concurrent capacity as
 Assistant Secretary for Policy, Planning, and
 Foreign-Assisted and Special Projects

Procurement of Consultancy Firm for the development of the Communication Plan and IEC/ CEPA materials of the ASEAN-EU-GIZ SUPA Component 1 Country Project entitled: "Ensuring Sustainable Benefits from Peatland through Protection and Wise Use" (ESBenePeat)

DETAILED COST BREAKDOWN

ITEMS	COST
Professional fees (Output Based)	
a. Communication Plan	250,000
b. IEC/CEPA Materials (Design)	150,000
c. Animated Video	200,000
Administrative cost (supplies, communications, etc.)	50,000
Miscellaneous and contingency fund	22,000
TOTAL	Php 672,000


Zoisane Gem G. Lumbres
End-user, Project Coordinator

Procurement of Consultancy Firm for the Communication Plan and IEC/CEPA materials of the ASEAN-EU-GIZ SUPA Component 1 Country Project entitled: "Ensuring Sustainable Benefits from Peatland through Protection and Wise Use" (ESBenePeat)


Technical Evaluation Criteria

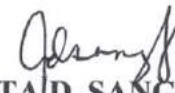
CRITERIA		WEIGHTS	
I. Work Experience of Team Members		55	
	Educational Background	25	
1. Team Leader/Writer	a. A bachelor's degree in Communications, Fine Arts, Multimedia Arts, Social Sciences, Humanities or any related field; or has equivalent combination of education and training relevant to the role;	5	
	Actual Experience in developing and executing creative concepts, narratives, messages through audiovisual presentations and learning videos		
	a. more than 8 years	5	
	b. 5-8 years	3	
	Actual experience in communication planning, brand identity development, and production IEC/CEPA materials for biodiversity conservation (preferably for wetlands conservation and management, preferably including Philippine peatlands) and environment-related campaigns and advocacies		
	a. more than 8 years	5	
	b. 5-8 years	3	
	Actual experience in working with the public and private sector and/or international organizations on consultancy assignments, especially in IEC/CEPA development		
	a. More than 5 years	5	
	b. 3-5 years	3	
	Actual experience/professional engagements working with government agencies (specifically with DENR), academe, non-government organizations or professional organizations involved in the management of environment and natural resources		
	a. More than 3 years experience	5	
	b. 2-3 years experience	3	
	Educational Background	15	

2. Graphic Designer	a. Any degree/diploma/certificate of training relevant to graphic design or any related field.	5	
	Actual experience in creative directing/art directing and lay-outing educational/ marketing materials.		
	a. More than 7 years	5	
	b. 5-7 years of experience	3	
	Working experience as an Adobe certified professional.		
	a. More than 3 years	5	
	b. 2-3 years	3	
3. Video Editor/ Animator	Educational Background	15	
	a. Any degree/diploma/certificate of training relevant to video animation and editing or any related fields	5	
	Actual experience in video animation, editing, illustrating and graphic design		
	a. More than 7 years	5	
	b. 5-7 years of experience	3	
	Working experience as an Adobe certified professional.		
	a. More than 3 years	5	
	b. 2-3 years	3	
4. Firm's Quality of Completed Works to Duties/Responsibilities		35	
1	Actual experience in in communication planning, brand identity development, executing creative concepts, narratives, messages through audiovisual presentations and learning videos and production IEC/CEPA materials for biodiversity conservation and environment-related campaigns and advocacies		
	a. More than 7 years	15	
	b. 5-7 years	10	
2	Number of completed high quality video and IEC/CEPA materials produced for government agencies, academe, non-government organizations or professional organizations involved in the management of environment and natural resources		
	a. More than 4 videos and IEC/CEPA materials produced	10	

	b. 3-4 videos and IEC/CEPA materials produced	5	
3	Actual experience in working with government agencies including DENR		
	a. More than 3 years	10	
	b. 2-3 years	5	
5. Quality of Sample Work Submitted (please indicate 2.5 if the criteria is very satisfactory and 1.5 if it's satisfactory)		10	
1	IEC/CEPA materials		
	a. First sample material	1.5 or 2.5	
	b. Second sample material	1.5 or 2.5	
	Graphic Design and Animated video		
	a. First Design and video	1.5 or 2.5	
	b. Second Design and video	1.5 or 2.5	
OVER-ALL RATING PASSING RATE		100	
PASSING RATE		70	



ZOISANE G. LUMBRES
 End- User


ELPIDIO B. GELERA, JR
 Member, TWG


ALITA D. SANGALANG
 Member, TWG

On leave
MELODY ANN MALANO
 Member, TWG

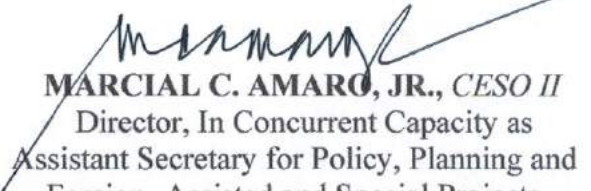

ESTEVEN U. TOLEDO
 Vice-Chairperson, TWG


DARWIN R. TEJERERO
 Chairperson, TWG

Recommended by:


ANSON M. TAGTAG
 Chairperson, BAC

Approved by:


MARCIAL C. AMARO, JR., CESO II
 Director, In Concurrent Capacity as
 Assistant Secretary for Policy, Planning and
 Foreign- Assisted and Special Projects

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