



closing: 7/17/23

REQUEST FOR EXPRESSION OF INTEREST
No. 2023-026

PROCUREMENT OF A SOCIAL MEDIA CONTENT CREATOR FOR IMPLEMENTING THE NATIONAL FRAMEWORK ON ACCESS AND BENEFIT SHARING OF GENETIC RESOURCES AND ASSOCIATED TRADITIONAL KNOWLEDGE IN THE PHILIPPINES OR THE ACCESS AND BENEFIT SHARING (ABS) PROJECT'S MEDIA CAMPAIGN

The Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR) intends to engage the services for Social Media Content Creator for the Development of the ABS project's Social Media Campaign.

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

<u>Requirement</u>	<u>Duration</u>	<u>Budget</u>
Individual Consultant	Twelve (12) Months	P280,000.00 (Inclusive of tax)

The documents for submission are:

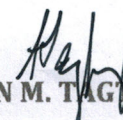
1. Letter of intent;
2. Curriculum Vitae and sample or previous work/projects (at least 2 social media content for varied campaigns)
3. Supporting documents and means of verification that will support qualifications reflected in the Terms of Reference (e.g. portfolio, certificates, diploma, etc.)
4. PHILGEPS Certificate of Registration
5. BIR Certificate
6. Omnibus Sworn Statement
**notarization of the OSS should be complied with after the award of the contract but before payment pursuant to Item 6.3 of GPPB 09-2020.*

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

For inquiries please contact Mr. Anthony Charles Thomas Foronda at Telephone No. 8924-6031 local 222. Interested applicants must submit the documents on or before 5:00pm, **JUL 12 2023** to:

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

Approved For Posting:


ANSON M. TAGTAG
 Chairperson

Bids and Awards Committee



TERMS OF REFERENCE

PROCUREMENT OF A SOCIAL MEDIA CONTENT CREATOR FOR THE IMPLEMENTING THE NATIONAL FRAMEWORK ON ACCESS AND BENEFIT SHARING OF GENETIC RESOURCES AND ASSOCIATED TRADITIONAL KNOWLEDGE IN THE PHILIPPINES OR THE ACCESS AND BENEFIT SHARING (ABS) PROJECT'S SOCIAL MEDIA CAMPAIGN

A. Background and Rationale

The GEF-UNDP-DENR Project on Implementing the National Framework on Access and Benefit Sharing of Genetic Resources and Associated Traditional Knowledge in the Philippines or the Access and Benefit Sharing Project (ABS Project) is a 6-year Global Environment Facility (GEF) funded project implemented by the DENR-BMB with support from the United Nations Development Programme (UNDP).

The ABS Project aims to strengthen the implementation of the Nagoya Protocol (NP) in the Philippines by strengthening the national Access and Benefit Sharing (ABS) framework, building national and local capacities through capacity-building and awareness-raising activities, and developing critical experience in ABS agreements. It seeks to increase economic opportunity and biodiversity conservation for indigenous peoples and local communities in the Philippines stemming from the fair and equitable sharing of biodiversity benefits through three main components.

In accordance with the Project's Communication Strategy and Plan, as well as its Communication, Education, and Public Awareness (CEPA) campaign, engaging a social media content creator is needed to produce informative, engaging, and strategic social media content that will be primarily shared on DENR-BMB and UNDP social media pages (Facebook and Instagram) and will also be cross-posted on the social media pages of the other relevant ABS stakeholders for widest possible dissemination.

The result of this engagement will directly support the Project in achieving Project Results Indicator 8 (Gender-responsive and culture-sensitive CEPA plan); and will directly contribute to realizing Project Output 2.1 (Awareness campaign targeted to different ABS stakeholders).

B. Objective and Scope of Work

The Project intends to engage the services of a social media content creator to (i) develop strategic social media content on Access and Benefit Sharing; (ii) and provide an analysis report of the social media campaign.

The scope of work of this Terms of Reference is beyond the optimum in-house capability 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.

C. Detailed Tasks

The social media content creator will work with the ABS Project Management Unit in close collaboration with the Communications Officer, and will be responsible for the following tasks:

1. Review related materials on Access and Benefit Sharing of the Nagoya Protocol;
2. Co-develop the gender-responsive and culture-sensitive social media plan and calendar;
3. Produce a total of 40 social media posts integrating suggestions and feedback from the PMU and DENR-BMB. Each social media post may be an infographic, reel, and/or short video clip complete with a copy/description;
4. Work closely with the Communications Officer and DENR-BMB's Communication, Education and Public Awareness (CEPA) group in developing, conducting and monitoring the social media campaign; and provide regular updates, when necessary on the social media campaign;
5. Submit a mid-term social media campaign analysis report on the engagement of the first 16 posts for recalibration of strategic engagement on the succeeding posts; and
6. Submit the final social media campaign analysis report with recommendations.

The said content shall be compliant with GEF-UNDP-DENR's branding and production guidelines. The social media content should be gender-responsive and culture-sensitive which provides appropriate representation and portrayal of women, indigenous peoples, and other vulnerable and disadvantaged groups.

This is an output-based engagement. The social media content creator will not be required to report regularly or be present at the Project's office during the contract period but should be on-call for inquiries relevant to the produced output and be able to attend meetings and report to the Project regarding progress, as necessary.

D. Deliverables/Expected Outputs

This engagement will be for a period of twelve (12) months, commencing upon the signing of the contract. Below are the deliverables/expected outputs:

1. Approved social media plan and calendar for a total of 40 social media posts;
2. Draft and final version of the first 16 social media posts formatted for Facebook and Instagram for the first 4 months;
3. Process boosting of all social media posts in close collaboration with the Communications Officer;
4. Mid-term social media campaign analysis report of the first 4 months;
5. Draft and final version of the remaining 24 posts formatted for Facebook and Instagram; and
6. Draft and final social media campaign analysis (engagement of each post based on target audience) report.

Note: DENR-BMB retains the full rights to all materials/contents produced during the entire engagement.

E. Minimum Qualification Requirements

The social media content creator should have the following qualifications:

- A bachelor's degree in Communications, Humanities, Social Sciences, or any related field; or has an equivalent combination of education and experience relevant to the role;
- Has at least 3 years of experience in developing social media content (planning, producing, editing, and executing creative and innovative social media content). Preference is given to previous work on biodiversity topics for government or non-government and international organizations;
- Has at least 2 years experience in graphic design and skilled in using photo and video editing tools;
- Has at least 2 years experience in social media campaign using social media analytics tools;
- Has at least 1 year proven experience working with DENR, GEF, and UNDP, or other government and international organizations;
- Sample portfolio: 2 sets of previously executed social media campaigns complete with content and analysis. Preference is given to work produced for international organizations, government agencies, non-government, and academic institutions involved in the biodiversity/natural resources/economic/social and development sectors.

Social Media Campaign	Duration	Deliverables
Pre-Production/Planning	1 month	<ul style="list-style-type: none"> • Gender responsive and culture-sensitive social media plan • Social media calendar
Roll-out of the Social Media Campaign	10 months	<ul style="list-style-type: none"> • 40 social media posts (4 posts x 10 months) • Boosting of posts
Social Media Analysis Report	1 month	<ul style="list-style-type: none"> • Mid-term social media campaign analysis report of the first 4 months of the campaign • Draft and final social media campaign analysis report inclusive of recommendations

F. Method of Evaluation

Applicants will be evaluated using Quality-Based Evaluation (QBE) based on RA 9184 and its IRR which will only consider a sample of works in the ranking of consulting firms.

G. Budget, Reporting, and Payment Schedule

A total payment of **Php 220,000** is allocated for the procurement to cover preparation work, equipment, supplies, and materials, transportation and meeting cost, professional fees and the conduct of all activities, and overall production of the social media campaign, among others; and an additional **Php 60,000** is allocated for the boosting of the social media posts through the DENR-BMB Facebook page.

The payment to the social media content creator is made in tranches after the submission and acceptance of the expected outputs. Processing of payment will be done through DENR-BMB, and direct payment will be made by UNDP Philippines.

Contract Price and Schedule of Payment

Tranches	% of Total Contract Cost	Budget Breakdown (Php)	Payment Target Date/Deliverables
1st Tranche	10%	28,000	Upon submission and acceptance of the gender-responsive and culture-sensitive social media content plan and calendar
2nd Tranche	40%	112,000	Upon submission and acceptance of the ff: <ul style="list-style-type: none"> ● Draft and final version of the first 16 posts ● Proof of payment for the boosting of the 16 posts ● Mid-term social media campaign analysis report of the first 4 months

3 rd Tranche	30%	84,000	<ul style="list-style-type: none"> ● Upon submission and acceptance of the draft and final version of the remaining 24 posts ● Proof of payment for the boosting of the 24 posts
4 th Tranche	20%	56,000	Upon submission and acceptance of the draft and final social media campaign analysis report including recommendations
TOTAL AMOUNT	100%	Php 280,000	

H. Documentary Requirements

Interested applicants should submit to the undersigned the following:

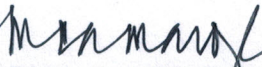
1. Letter of intent;
2. Curriculum Vitae and sample or previous work/projects [at least 2 social media content for varied campaigns]
3. Supporting documents and means of verification that will support qualifications reflected in the Terms of Reference (e.g. portfolio, certificates, diploma, etc.)
4. PhilGEPS Certificate of Registration
5. BIR Certification
6. Omnibus Sworn Statement (notarization of the OSS should be compiled with after the award of the contract but before payment pursuant to item 6.3 of GPPB 09-2020)

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

Please send the application not later than _____ to:

THE CHAIRPERSON
Bids and Awards Committee
OIC, Office of the Director
Biodiversity Management Bureau, DENR
Ninoy Aquino Parks and Wildlife,
North Ave. Diliman, Quezon City
(02) 8-925-8948, (02) 8-924-6031 loc. 207
Email: bacsec@bmb.gov.ph
cc: phl.abs.project@gmail.com

Approved by:


MARCIAL C. AMARO, JR.
Director

In concurrent capacity as Assistant Secretary for Policy,
Planning and Foreign-Assisted and Special Projects