



REQUEST FOR EXPRESSION OF INTEREST
No. 2024-011

PROCUREMENT OF GRAPHIC ARTIST FOR THE DEVELOPMENT OF IEC AND KNOWLEDGE MATERIALS AND PUBLICATION FOR THE DENR-UNDP/GEF BD CORRIDOR PROJECT

The Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR) intends to engage the services of Graphic Artist for the Development of IEC and Knowledge Materials and Publication for the DENR-UNDP / GEF BD Corridor Project.

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

<u>Requirement</u>	<u>Duration</u>	<u>Budget</u>
Graphic Artist	Thirty-Nine (39) working days (excluding days for review of Deliverables by the Project)	P 200,000.00 (Inclusive of tax)

The documents for submission are:

1. Letter of Intent;
2. Curriculum Vitae, detailing experience and previously completed work similar to the scope of work, detailed task, and deliverable of the project, which includes the following;
 - a) Educational background;
 - b) Work Experience;
 - c) Sample of completed work in electronic copy (Design portfolio samples)
3. PHILGEPS Certificate of Registration;
4. BIR Certificate of Registration; and
5. Omnibus Sworn Statement
 - *Notarized 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 grounds for disqualification from the procurement process.

For inquiries, please contact Ms. Rowena F. Bolinas at Telephone No. 8920-4486 local 210/211/212/226/253 Interested applicants must submit the documents on or before 5:00pm, _____ to:

FEB 29 2024

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 and 8920-4486 local 210/211/212/226/253
Email address: bacsec@bmb.gov.ph bdcorridorproject@gmail.com

Approved for posting:


ANSON M. TAGTAG

Chairperson, Bids and Awards Committee

TERMS OF REFERENCE

PROCUREMENT OF GRAPHIC ARTIST FOR THE DEVELOPMENT OF IEC AND KNOWLEDGE MATERIALS AND PUBLICATION FOR THE DENR-UNDP/GEF BD CORRIDOR PROJECT

I. Background and Rationale

The Department of Environment and Natural Resources (DENR), with funding from the Global Environment Facility (GEF) and support from the United Nations Development Program (UNDP), is implementing the project titled **"Integrated Approach in Management of Major Biodiversity Corridors in the Philippines"** or **BD Corridor Project**.

The Project aims to operationalize integrated management of biodiversity corridors to generate multiple benefits, including effective conservation of globally threatened species and high conservation value forests, reduce deforestation and degradation, and enhance local biodiversity-friendly livelihoods. This Project has four components, namely:

- Component 1: Effective coordination and governance framework for integrated ecosystem management in the Philippines biodiversity corridors system;
- Component 2: Application of integrated network design and management of biodiversity corridors to ensure continued stability and sustainability of their biological, ecosystem services and socio-economic conservation values;
- Component 3: Community-based sustainable use and management systems in the two pilot biodiversity corridor systems in the Philippines; and
- Component 4: Knowledge management, gender mainstreaming, learning, monitoring and evaluation.

Under Component 4 and guided by its framework for knowledge management and communication strategy, the BD Corridor Project develops IEC and knowledge materials to support its technical components on policy development, corridor-level implementation, and community-level interventions. With its midterm phase approaching, the Project is due for an updating of its existing package of IEC and knowledge materials to be aligned with the Project's current progress in promoting shared understanding and consensus among stakeholders; planning and implementing interventions and innovations in the corridors; and demonstrating and mainstreaming generated knowledge, best practices, and lessons learned.

In addition to its Component 4 activities, the BD Corridor Project also committed to support the development and production of the Women in Biodiversity publication by the DENR Biodiversity Management Bureau (BMB). A proposed centerpiece for BMB's Women's Month celebration activities in March 2024, the publication will feature stories of champions from different sectors in mainstreaming Gender and Development (GAD) in biodiversity conservation, including those from the biodiversity corridors.

II. Objective

The BD Corridor Project seeks to engage the services of a Graphic Artist to develop and design an updated package of IEC and knowledge materials, including brochures, briefers, folder, and standees for the Project; as well as the Women in Biodiversity publication as part of the Project's support to DENR-BMB's activities for Women's Month.

III. Scope of Work

The Graphic Artist will work closely with the BD Corridor National Project Management Unit (NPMU) and the short-term Writer consultant to execute the following tasks:

1. Design and lay out the Women in Biodiversity 2024 publication (approximately 50 pages), including front and back cover designs.
2. Design and lay out the following BD Corridor Project IEC and knowledge materials, including illustration of visual elements (vector graphics, maps, infographics, etc.) as necessary:
 - a. Three (3) English brochures (A5 size, 8 pages) for Project partners:
 1. BD Corridor Project
 2. Mindoro Biodiversity Corridor (MBC)
 3. Eastern Mindanao Biodiversity Corridor (EMBC)
 - b. Five (5) Tagalog brochures (A5 size, 6 pages) for communities:
 1. MBC
 2. Biodiversity-Friendly Enterprises (BDFEs)
 3. Sustainable Land Management (SLM)
 4. Sustainable Forest Management (SFM)
 5. indigenous peoples' participation in MBC conservation
 - c. Five (5) Bisaya brochures (A5 size, 6 pages) for communities:
 1. EMBC
 2. BDFEs
 3. SLM
 4. SFM
 5. indigenous peoples' participation in EMBC conservation
 - d. Eleven (11) briefers (A4 size, 4 pages) on the following Project topics:
 1. MBC map
 2. EMBC map
 3. BDFEs
 4. SLM
 5. SFM
 6. Integrated Ecosystem Management (IEM)
 7. Biodiversity-Friendly Agricultural Practices (BDFAPs)
 8. Other Effective Area-Based Conservation Measures (OECMs)
 9. biodiversity conservation in mining areas
 10. indigenous peoples' participation in BD corridor conservation
 11. LGUs' participation in BD corridor conservation
 - e. One (1) Project folder to hold the A5 brochures and A4 briefers
 - f. Three (3) Project standees: BD Corridor Project, MBC, and EMBC

IV. Deliverables

For the abovementioned Project publication and communication materials, the Graphic Artist need to submit the following:

- at least three (3) design studies each for the publication, brochure template, briefer template, folder, and standee template
- for each of the publication and IEC and knowledge materials, draft designs based on the approved studies for review and revision (maximum of 2 revision cycles)

- final package of approved designs, including both printer-ready files (image or PDF files) and editable layered files (Photoshop, Illustrator, or InDesign), submitted via flash drive and file sharing folder.

The BD Corridor Project and DENR-BMB retain full rights and ownership of the deliverables and materials submitted by the Graphic Artist under this engagement.

V. Qualifications

The Graphic Artist with the following qualifications will be given priority based on evaluation:

- A diploma or bachelor's degree in Multimedia Media Arts, Fine Arts, Graphic Design, or any design-related field is required;
- Minimum of two (2) years of experience in developing and designing communication, marketing, or IEC materials for clients in the government, private sector, or NGOs, using photo editing, graphic design, or desktop publishing softwares;
- Design portfolio samples (three or more) showcasing materials or publications related to biodiversity conservation, natural resources management, or other fields related to environment and development sectors.

VI. Timetable

The Graphic Artist is expected to be engaged for approximately 39 working days, excluding days for review of deliverables by the Project.

Activities	Deliverables	Timeline
Design of Women in Biodiversity publication	Submission of three design studies for publication story pages and cover	2 working days
	Submission of first draft	5 working days after approval of design study
	Submission of second draft	2 working days after consolidated review of first draft
	Submission of final design package	2 working days after consolidated review of second draft
Design of BD Corridor Project brochures for partners and communities (3 English, 5 Tagalog, 5 Bisaya)	Submission of three (3) design studies for brochure template	2 working days
	Submission of first drafts	6 working days after approval of brochure study
	Submission of second drafts	2 working days after provision of consolidated review of first drafts
	Submission of final design package	2 working days after provision of consolidated review of second drafts
	Submission of (3) three design studies for briefer	2 working days

Activities	Deliverables	Timeline
Design of BD Corridor Project briefers (11), folder (1), and standees (3)	template, folder, and standee template	
	Submission of first drafts	8 working days after approval of design studies
	Submission of second drafts	3 working days after provision of consolidated review of first drafts
	Submission of final design package	3 working days after provision of consolidated review of second drafts
	Total	39 working days

VII. Contract Price and Schedule of Payment

The approved budget for this service is equivalent to PHP 200,000, which shall be paid in three (3) tranches after submission and acceptance of deliverables.

Deliverables	% of Total Contract Cost	Amount (PHP)	Schedule of Payment
1st Tranche Women in Biodiversity publication	30%	60,000	Upon submission and approval of the final design package of the Women in Biodiversity publication
2nd Tranche BD Corridor Project brochures for partners and communities (3 English, 5 Tagalog, 5 Bisaya)	30%	60,000	Upon submission and approval of the final design package of BD Corridor Project brochures
3rd Tranche BD Corridor Project briefers (11), folder (1), and standees (3)	40%	80,000	Upon submission and approval of the final design package of BD Corridor Project briefers, folder, and standees
	100%	200,000	

VIII. Management and Reporting Arrangements

DENR-BMB shall contract the Graphic Artist, who shall be under the supervision of the BD Corridor Communications Officer and National Project Manager and also working in close coordination with the BMB Biodiversity Policy and Knowledge Management Division and the GAD Focal Point System.

This is an output-based engagement. The Graphic Artist will not be required to report or be present at the Project office during the contract period but will be requested to attend meetings and report on progress on the engagement as necessary.

IX. Documentary Requirements

Interested applicants should submit to the undersigned the following:

Evaluation Criteria and Weights

CRITERIA	WEIGHTS
Education	20%
Educational background in Multimedia Media Arts, Fine Arts, Graphic Design, or any design-related field <ul style="list-style-type: none"> ▪ Bachelor's degree ▪ Diploma 	20 10
Experience	40%
Experience in developing and designing communication, marketing, or IEC materials for clients in the government, private sector, or NGOs, using photo editing, graphic design, or desktop publishing softwares <ul style="list-style-type: none"> ▪ 5 years or more ▪ 3 to 4 years ▪ 2 years 	40 30 20
Design Portfolio	40%
Design portfolio samples showcasing materials or publications related to biodiversity conservation, natural resources management, or other fields related to environment and development sectors <ul style="list-style-type: none"> ▪ 30 points for 3 samples. In excess of 3 samples, score 2 points for each excess sample. Total points should not exceed 40 points. 	40
TOTAL SCORE	100%
PASSING SCORE	70%

Prepared by:


ROWENA F. BOLINAS

End-User 


ALITA D. SANGALANG

Member, TWG


RSTEVEN U. TOLEDO

Vice-Chairperson, TWG


ELPIDIO B. GELERA, JR.

Member, TWG


MELODY ANN L. MALANO

Member, TWG


DARWIN R. TEJERERO

Chairperson, TWG

Approved by:


MARCIAL C. AMARO, JR.

Assistant Secretary for International Affairs
 and concurrent OIC Director, BMB

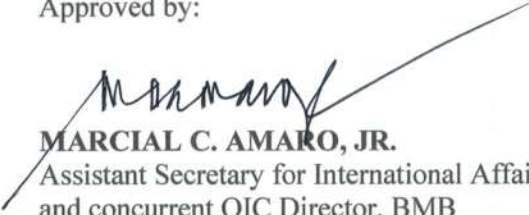
1. Letter of Intent;
2. Curriculum Vitae, including educational background and relevant work experiences;
3. Design portfolio samples in digital copies;
4. Fully accomplished Personal Data Sheet (PDS) with a recent passport-sized picture (CS-Form No. 212, revised 2017) which can be downloaded at www.csc.gov.ph

Please send application not later than _____ to:

THE CHAIRPERSON

Bids and Awards Committee
OIC, Office of the Director
Ninoy Aquino Parks and Wildlife Center,
North Avenue, Diliman, Quezon City
(02) 8925-8948; (02) 8924-6031 loc. 207
Email: baecsec@bmb.gov.ph;
cc: bdcorridorproject@gmail.com

Approved by:


MARCIAL C. AMARO, JR.
Assistant Secretary for International Affairs
and concurrent OIC Director, BMB