



**REQUEST FOR EXPRESSION OF INTEREST
No. 2024-063**

**PROCUREMENT OF A CONSULTING FIRM FOR THE COMMUNICATION PLAN/STRATEGY OF THE
BIODIVERSITY-FRIENDLY ENTERPRISES (BDFE)**

The Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR) intends to engage the services of a consulting firm for the project "Procurement of a Consulting Firm for the Communication Plan/Strategy of the Biodiversity-Friendly Enterprises (BDFE)."

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

<u>Requirement</u>	<u>Duration</u>	<u>Budget</u>
Consulting Firm	Two (2) months	P300,000.00 (Inclusive of tax)

The documents for submission are:

- 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 campaign 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 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; and
- Omnibus Sworn Statement.

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



For inquiries, please contact Ms. Argean S. Guiaya at Telephone No. 89246031 local 226-227 and 8925-8948/. Interested applicants must submit the documents on or before 5:00pm, _____ to:

NOV 18 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, 9246031 local 226 and 8925-8948/0953-760-1979

Email address: bacsec@bmb.gov.ph cc: cawed@bmb.gov.ph

Approved for posting:


ANSON M. TACTAG

Chairperson, Bids and Awards Committee

TERMS OF REFERENCE

Procurement of Consultancy Firm for the Communication Plan/Strategy of the Biodiversity-Friendly Enterprises

The Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR) intends to engage the services of a consultant for Communication Plan/Strategy of Biodiversity-Friendly Enterprises (BDFE).

Description:	Consulting Service for the crafting of the Communication Plan/Strategy Biodiversity-Friendly Enterprises (BDFE)
Duration of Contract:	Two (2) months (Nov-Dec 2024)
Approved Budget:	Php 300,000 inclusive of tax

I. Background and Rationale:

On May 21, 2021, the Department Administrative Order No. 2021-13 or the Guidelines for the Development and Recognition of BDFEs in Protected Areas under the National Integrated Protected Areas System (NIPAS) and Conservation Areas, providing for Incentives and Supporting Mechanisms was signed. The Guidelines primarily apply to Micro and Small Enterprises of People's Organizations (POs) dependent on ecosystem goods and services provided by biodiversity, within multiple use zones and buffer zones of terrestrial and marine protected areas under NIPAS and designated conservation areas. Moreover, the DAO also provides the various tools for inventory, assessment, and monitoring of potential BDFEs including the BDFE appraisal tool which determines the level of development of the PO and its enterprise.

The BDFE is aligned with the Philippine Development Plan (PDP) 2023-2028, which acknowledges the critical role of biodiversity conservation and sustainable use in enhancing disaster resilience, supporting green jobs, and generating income for resource-dependent communities. These efforts are aimed at expanding livelihood and economic opportunities, especially for the poor and vulnerable upland and coastal communities. A specific target is set for 2030, with an objective that 122 (70% of 174) People's Organization (PO) enterprises will be recognized as BDFEs. Additionally, BDFE development supports the goals of the Philippine Biodiversity Strategy and Action Plan (PBSAP) 2015-2028. Thus, promoting BDFE development in and around Protected Areas (PAs) is vital for uplifting the economic status of local communities.

II. Purpose of the Consultancy

Section 12 of DAO 2021-13 mandates that the Biodiversity Management Bureau (BMB) and DENR Regional Offices carry out public awareness campaigns to inform potentially affected parties and relevant government agencies about BDFE initiatives. These campaigns aim to increase awareness and build support for BDFE, thereby strengthening efforts toward sustainable and biodiversity-friendly development.

The consultancy aims to develop a communication plan/strategy that enhances and effectively disseminates knowledge about BDFE. This includes designing targeted communication materials for various audiences identified in the strategy and integrating the crafted communication plan into the overall communication framework of the Biodiversity Management Bureau.

The Bureau is in need of procuring consultancy firm for the communication plan on BDFE, due to the following:

1. The significant workload of the technical staff who are members of the BDFE Core Group cannot accommodate the exigency of the matter; and
2. The target timeframe for the crafting of the communication plan is immediate in view of the targets in PDP and PBSAP.

The terms of reference would require a level attention beyond the optimum in-house capability of the Biodiversity Management Bureau and is consistent with the Government's policy not to compete with the private sectors, in accordance with item no. 2 of Annex "B" of the 2016 IRR of R.A. 9184.

III. Scope of Work

The BMB will engage a consultancy firm to develop a Communication Plan/Strategy, for use of the BMB and DENR Regional Offices in its BDFE CEPA-related initiatives 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 BMB BDFE Core Group, a detailed communication plan 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 objectives of BDFE. The communication plan must be aligned with the existing communication plan of the Biodiversity Management Bureau; and
2. Coordinate work progress with CAWED to execute deliverables within agreed timeline.

The Consultancy Firm shall likewise be guided by the BMB brand guidelines.

IV. Duration

The services of the Consultancy Firm shall be engaged continuously for a period of two (2) 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’s office during the contract period but will be requested to attend meetings and report to the Project regarding progress as necessary. The firm shall work closely with DENR-BMB specifically with the Caves, Wetlands and Other Ecosystems Division (CAWED) for progress and updates on the consultancy assignment and expected to submit the following deliverables:

1. Outline of the communication plan/strategy to be developed;
2. First draft of the communication plan with brand style guide aligned with the BMB communication plan;
3. Final version of the communication plan/strategy
4. Print ready electronic copy of communication plan/strategy

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
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Writer (Team Leader)	<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
Creative Specialist	<ul style="list-style-type: none"> • Any degree/diploma/certificate of training relevant to creative design or any related field. • Has at least 5 years experience in creative directing/art directing and lay-outing 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

VII. Payment Schedule

The Consultant shall receive a total remuneration of Php 300,000 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%	45,000	Upon issuance of the Notice to Proceed and submission of a work plan outlining

			the communication plan to be developed
2nd Tranche	40%	120,000	Upon acceptance of the first draft of the communication plan with brand style guide
3rd Tranche	30%	90,000	Upon acceptance of the final draft communication plan with brand style guide
4th Tranche	15%	45,000	Upon acceptance of the print ready BDFE communication plan

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;
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 - Sample of completed works in electronic copy
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- 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

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Approved:


ARMINDA P. ANDRES

OIC Assistant Director

In-Charge, Office of the Director
