



Republic of the Philippines  
Department of Environment and Natural Resources  
**BIODIVERSITY MANAGEMENT BUREAU**

Ninoy Aquino Parks and Wildlife Center, Quezon Avenue, Diliman, 1100 Quezon City  
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**REQUEST FOR EXPRESSION OF INTEREST**  
**No. 2025-024**

**PROCUREMENT OF A CONSULTANCY FIRM FOR THE DEVELOPMENT OF DNER-UNDP/GEF BD CORRIDOR PROJECT CAMPAIGN TOOLKIT AND FACILITATION OF WORKSHOPS**

The Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR) intends to engage the services of a consultancy firm to develop the BD Corridor Campaign Toolkit, which will contain a range of practical tools, including tailored resource, key messages, and strategies, to boost proactive promotion of the BD Corridor Project and its CEPA-related efforts.

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	three (3) months	P825,000.00 (Inclusive of tax)

The documents for submission are:

- Letter of Intent, outlining projects of a similar nature;
- Curriculum Vitae, including educational background and relevant work experience of the Team Leader/Multimedia Production Specialist and Content Specialist;
- Design portfolio samples in digital copies;
- Fully accomplished Personal Data Sheet (PDS) with a recent passport-size picture (CS-Form No. 212, revised 2017) which can be downloaded at [www.csc.gov.ph](http://www.csc.gov.ph)
- PhilGEPS Certificate of Registration of the Firm;
- BIR Certificate of Registration;
- Income/Business Tax Return; and
- Omnibus Sworn Statement.

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



UNITED NATIONS DECADE ON  
**ECOSYSTEM  
RESTORATION**  
2021-2030

For inquiries, please contact Ms. Rowena F. Bolinas at Telephone No. 89246031 local 210-212 and 8925-8948/. Interested applicants must submit the documents on or before 5:00pm, JUL 07 2025 to:

**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](mailto:bacsec@bmb.gov.ph) cc: [bdcorridorproject@gmail.com](mailto:bdcorridorproject@gmail.com)

Approved for posting:



**ANSON M. TAGTAG**

Chairperson, Bids and Awards Committee



**BIODIVERSITY  
CORRIDOR**

## **TERMS OF REFERENCE**

### **PROCUREMENT OF A CONSULTANCY FIRM FOR THE DEVELOPMENT OF THE DENR-UNDP/GEF BD CORRIDOR PROJECT CAMPAIGN TOOLKIT AND FACILITATION OF WORKSHOPS**

#### **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, and monitoring and evaluation.

Under Component 4 and guided by its framework for knowledge management and communication strategy, the BD Corridor Project develops communication materials to support the implementation of project components, such as policy and governance, corridor-level and community-level work interventions, gender mainstreaming, and development of knowledge products adherence to the national and corridor communications plans. To unify all existing communication efforts and build broader national support, the Project is developing a nationwide campaign with the objective of promoting shared understanding and consensus among a diverse range of stakeholders and the wider public.

#### **II. Objective**

The BD Corridor Project seeks to engage the creative services of a Consultancy Firm to develop the **BD Corridor Campaign Toolkit**, which will contain a range of practical tools, including tailored resources, key messages, and strategies, to boost the proactive promotion of the BD Corridor Project and its CEPA-related efforts. Subsequently, the Firm will conduct **toolkit orientation, training workshops, and an official launch via an explainer video**.

The terms of reference would require a level of expertise and attention beyond the optimum in-house capability of the Bureau and is consistent with the Government’s policy not to compete with the private sectors, in accordance with the Implementing Rules and Regulations (IRR) of Republic Act No. 9184.



### III. Scope of Work

The Consultancy Firm will work closely with the BD Corridor National Project Management Unit (NPMU) to execute the following tasks:

1. Develop a Campaign Toolkit for implementers of the BD Corridor Project communication efforts, including the Focal Persons from the DENR BMB CEPA, the DENR Regional Strategic Communication and Initiatives Group (DENR RSCIG), Provincial Environment and Natural Resources Office (PENRO), Community Environment and Natural Resources Office (CENRO), and Information Officers of the National Commission on Indigenous Peoples (NCIP) and the Department of Agriculture (DA) at the regional level, to support the achievement of the BD Corridor Project communication objectives and strategies aligned with its National and Corridor Communication Plans and institutional branding, complete with publish-ready digital media assets, as follows:
  - Audience-specific information packets and messages covering different key work streams including SLM, SFM, and BDFEs
  - Twenty-four (24) template/platform-ready social media cards (graphic/image posts) with pre-written captions scheduled across the social media calendar
  - Twelve (12) 30-second reel or shorts (e.g. informative snippets or story highlights) (4 videos each for national and corridor-level sites)
  - Social media calendar for the release of all campaign-related materials to be produced
  - Design for Modular exhibit materials (e.g Brand standee/s, posters, interactive CEPA display, mascot, gameboard, etc)
  - Conceptual design for a media event showcasing Project interventions, such as sustainable tourism, etc. within the BD Corridor, for example:
    - “Follow PH eagle Pag-asa and Matatag’s Trail”
      - Falling for you Trail (series of waterfalls along a Cluster Corridor)
      - Bamboo wish- me-luck (leave a wish inside a piece of bamboo)
      - Kita-kits at the Corridor Cafes
2. Conduct two (2) one-day Campaign Toolkit Orientation/Training sessions in Mindoro Biodiversity Corridor (MBC) and Eastern Mindanao Biodiversity Corridor (EMBC) prior to the official Campaign Launch:
  - Prepare a workshop design aligned with the Campaign Toolkit’s content, including monthly reports on social media analytics (e.g. impact, reach, gender disaggregation, etc.)
  - Coordinate closely with the Project focal person on all matters concerning training schedule, program design, venue, itinerary, flights, and accommodations, among other related activities
  - Document the Toolkit Orientation/Training sessions
3. Develop the menu, guidance for development and key messages of good practice stories and produce four (4) publish-ready human interest stories, two for MBC and another two for EMBC for website release, accompanied by four (4) 30-second short-form videos each:
  - Conduct interview shoots during field visits for the conduct of the toolkit trainings in MBC and EMBC

- Gather a range of visuals (photos and videos) to supplement the article content
- Produce four (4) supplementary 30-second short-form videos (two per corridor) to accompany the articles
- Submit four (4) draft multimedia stories, two for MBC and another two for EMBC, subject to review and clearance of the Project team
- Submit raw videos and high-resolution photo highlights with captions

#### **IV. Deliverables**

For the abovementioned communication materials, the Consultancy Firm shall submit drafts for review and revision (maximum of two (2) revision cycles) and the final package of approved deliverables, including raw files of photos and videos.

- Inception report with timeline (Gantt chart) and work plan.
- The final package for the campaign toolkit includes both print-ready files (image or PDF files) and editable files (Photoshop, Illustrator, or InDesign).
- The digital media assets (social cards and reels) accompanying the toolkit will be turned over in both publish-ready format (JPEG and MP4).
- The final package of the multimedia stories formatted for web release includes narratives and 30-second videos approved for publication

The DENR retains full rights and ownership of all deliverables and materials collected, generated, enhanced, produced by the Consultant under this engagement.

#### **V. Qualifications of the Firm**

The Consultancy Firm must have the following qualifications:

- Must have a minimum of five (5) years of relevant experience in providing creative services, including communication and campaign planning, brand identity development, and end-to-end production of Communication, Education and Public Awareness (CEPA) materials in integrated ecosystems management (IEM), biodiversity conservation and environment-related campaigns and advocacies;
- Must have a strong background in campaign development, visual storytelling, digital content production, and multimedia design, particularly for corporate, government, or advocacy-related projects with focus on IEM, biodiversity conservation and environment-related campaigns and advocacies;
- Must have five (5) years of experience/professional engagements working with government agencies (specifically with the DENR), non-government organizations, local government units, academe, private sectors and other agencies involved in the management of environment and natural resources;
- Must have successfully completed at least five (5) IEM, biodiversity-related CEPA projects and environment-related campaigns and advocacies; and

- Must have a dedicated team of professionals, including content strategists, graphic designers, and videographers to meet the technical and creative demands of the engagement.

## **VI. Qualifications of the Team Members**

### **1. Team Leader / Content Specialist**

- Bachelor's degree relevant to Communications, Social Sciences, or any related field; or has equivalent combination of education and training relevant to the role
- Minimum of five (5) years of experience in communication planning, science communication, digital storytelling, and multimedia production of IEC/CEPA materials on IEM, biodiversity conservation and environment-related campaigns and advocacies
- At least five (5) years of experience working with government agencies (specifically with the DENR), non-government organizations, local government units, private sectors, academe and other agencies involved in the management of environment and natural resources on biodiversity-related campaign and advocacy projects
- Must have successfully led at least five (5) IEM, biodiversity-related CEPA projects and environment-related campaigns and advocacies, including facilitating workshops

### **2. Creative Specialist**

- Any degree/diploma/certificate of training relevant to Fine Arts, Graphic Design, Multimedia Arts, or any related field; or has equivalent combination of education and training relevant to the role
- Minimum of five (5) years of experience leading multimedia production projects, including the development of CEPA knowledge products, such as infographic materials and AVPs on IEM, biodiversity conservation and environment-related campaigns and advocacies
- At least five (5) years of experience working with government agencies (specifically with the DENR), non-government organizations, local government units, academe, private sectors, and other agencies involved in the management of environment and natural resources and on IEM, biodiversity-related campaign and advocacy projects

## **VII. Timetable**

The Consultancy Firm is expected to deliver the outputs within 3 months after acceptance of the Notice to Proceed (NTP).

## **VIII. Contract Price and Schedule of Payment**

The approved budget for this service is equivalent to **Php 825,000.00 (Eight Hundred Twenty Five Thousand Pesos)** inclusive of tax, which shall be paid in **five (5) tranches** after submission and acceptance of deliverables.

<b>Deliverables</b>	<b>% of Total Contract Cost</b>	<b>Amount (PHP)</b>	<b>Schedule of Payment</b>
<b>1st Tranche</b> Inception Report	15 %	123,750.00	Upon submission and acceptance of the inception report with timeline (Gantt chart) and work plan

<b>2nd Tranche</b> Draft Campaign Toolkit	20%	165,000.00	Upon submission and approval of the draft campaign toolkit
<b>3rd Tranche</b> Final and Print-ready Campaign Toolkit	20%	165,000.00	Upon submission and acceptance of final and print-ready campaign toolkit
<b>4th Tranche</b> Conduct of MBC and EMBC toolkit training sessions  Draft of multimedia stories (narratives with short-form videos)	30%	247,500.00	Upon completion of MBC and EMBC toolkit training sessions, submission and acceptance of documentation reports  Upon submission and approval of draft multimedia stories (narratives with short-form videos)
<b>5th Tranche</b> Publish-ready multimedia stories (narratives with short-form videos)  Set of high-resolution photo highlights with captions and raw videos	15%	123,750.00	Upon submission and acceptance of publish-ready multimedia stories and turn-over of photo highlights with captions and raw videos within 10 days after final round of revisions
<b>TOTAL</b>	<b>100%</b>	<b>825,000.00</b>	

## **IX. Management and Reporting Arrangements**

DENR-BMB shall contract the Consultancy Firm, which shall be under the supervision of the National Project Manager and National Project Director.

This is an output-based engagement. The Consultancy Firm members will not be required to report or be present at the BD Corridor Project- National Project Management Unit (NPMU) office during the contract period, but will be requested to attend meetings and report on progress on the engagement as necessary.

## **X. Documentary Requirements**

Interested applicants should submit to the undersigned the following:

1. Letter of Intent, outlining projects of a similar nature.
2. Curriculum Vitae, including educational background and relevant work experiences of the Team Leader/Multimedia Production Specialist and Content Specialist;
3. Design portfolio samples in digital copies;
4. Fully accomplished Personal Data Sheet (PDS) with a recent passport-size picture (CS-Form No. 212, revised 2017) which can be downloaded at [www.csc.gov.ph](http://www.csc.gov.ph)
5. PhilGeps Certificate of Registration
6. BIR Certificate of Registration
7. Omnibus Sworn Statement
8. Income Tax Return

Please send your proposal not later than \_\_\_\_\_ to:

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

Approved by:

  
**MARIGLO ROSAIDA I. LARIRIT**  
Assistant Director, BMB 