

REQUEST FOR TENDERS

File: AP_4/12/18
Date: 25 August 2019
To: Interested consultants
From: Paul Anderson – Inform Project Manager

Subject: Request for tenders: Communication Specialist for Samoa (Inform Project)

1. Background

- 1.1. The Secretariat of the Pacific Regional Environment Programme (SPREP) is an intergovernmental organisation charged with promoting cooperation among Pacific islands countries and territories to protect and improve their environment and ensure sustainable development.
- 1.2. For more information, see: www.sprep.org.

2. Specifications: statement of requirement

- 2.1. We are recruiting a Communication Specialist on a consultancy contractual basis for MNRE to develop a communication plan for the National Environment Sector Plan. The consultant will be based at MNRE on a full time basis for a period of 3 months to develop and deliver communication strategy, implementation plan, and design summary report cards to assist with reporting and facilitate in aligning SOE assessment indicators with the National Environmental Sector Plan and other relevant key sector plans for Samoa.
- 2.2. The Terms of Reference that detail the requirements and outputs of the consultancy are attached.

3. Conditions: information for applicants

- 3.1. To be considered for this tender, interested consultants must meet the following conditions: list any conditions:
 - Must be currently residing in Samoa
 - Must provide copy of a valid business license
 - Submit a CV to demonstrate that they have the requisite skills and experience to carry out this contract successfully.
 - Provide three references as part of the tender submission, including the most recent work relevant to this position.
 - Provide examples of related past work outputs.
 - Complete the tender application form provided (*please note you are required to complete in full all areas requested in the Form, particularly*

*the Statements to demonstrate you meet the selection criteria – DO NOT refer us to your CV or your Technical Proposal. Failure to do this will mean your application will **not** be considered).*

4. Submission guidelines

- 4.1. Tender documentation should demonstrate that the interested supplier satisfies the conditions stated above and is capable of meeting the specifications and timeframes. Documentation must also include supporting examples to address the evaluation criteria. Describe any additional minimum content and format requirements.
- 4.2. Tender documentation should outline the interested supplier's complete proposal: methods, personnel (and their skill sets/curricula vitae), timeframes and costs.
- 4.3. Tenderers/Bidders must insist on an acknowledgement of receipt of tenders/proposals/bids.

5. Tender Clarification

- 5.1. Any clarification questions from applicants must be submitted by email to Maraea Pogi on maraeap@sprep.org and copy paula@sprep.org before 02 September 2019. A summary of all questions received with an associated response will be posted on the SPREP website www.sprep.org/tender by 04 September 2019.

6. Evaluation criteria

SPREP in partnership with MNRE will select a preferred consultant on the basis of SPREP's evaluation of the extent to which the documentation demonstrates that the tenderer offers the best value for money, and that the tenderer satisfies the following criteria:

- 6.1. SPREP and MNRE will select a preferred supplier on the basis of SPREP and MNRE's evaluation of the extent to which the documentation demonstrates that the tenderer offers the best value for money, and that the tenderer satisfies the following criteria.
 - i. A degree in communications, journalism, public relations or related field (10.5%)
 - ii. Minimum of 5 years' worth of experience in developing communications, communication strategies, media operations and advocacy material via various media (21%)
 - iii. Demonstrated experience in communication work involving environmental, climate change and disaster risk management is a distinct advantage (21%)
 - iv. Computer proficiency and experience with media software, applications and communication tools (7%)
 - v. Excellent organization skills, interpersonal communication skills, self-motivated, proactive and reliable with good communication and ability to work in harmony with staff members and technical specialists (7%)
 - vi. Excellent in oral and written communication skills in English, in Samoa is an advantage (3.5%)
 - vii. Proposed workplan and methodology to implement the activities stated in the ToR to achieve the deliverables of the consultancy within the consultancy period (10%)
 - viii. Financial Proposal (20%)
- 6.2. Assessment of the proposal will be based on the evaluation of the Technical Proposal (80%) and Financial (20%)

7. Deadline

- 7.1. **The due date for submission of the tender is: 13 September 2019, midnight (Apia, Samoa local time).**
- 7.2. Late submissions will be returned unopened to the sender.
- 7.3 Please send all tenders clearly marked 'TENDER: Communications Consultant for Samoa – Inform Project' to one of the following methods:

Mail: SPREP

Attention: Procurement Officer

PO Box 240

Apia, SAMOA

Email: tenders@sprep.org (MOST PREFERRED OPTION)

Fax: 685 20231

Person: Submit by hand in the tenders box at SPREP reception,
Vailima, Samoa.

SPREP reserves the right to reject any or all tenders and the lowest or any tender will not necessarily be accepted.

For any complaints regarding the Secretariat's tenders please refer to the Complaints section on the SPREP website
<http://www.sprep.org/accountability/complaints>

TERMS OF REFERENCE

Communication Specialist

Introduction

The MNRE under the auspices of the National Environment Sector Steering Committee (NESSC) and in partnership with SPREP through its Inform Project, is looking for a qualified individual to develop a communication strategy for the environment sector to enhance environmental, climate change and disaster risk reduction awareness, knowledge and understanding through a coordinated and sector wide approach. The main objective of the strategy is to provide an overarching communication framework, to address existing communication issues and challenges including opportunities to ensure a cohesive and coordinated communication approach to achieving environmental sustainability and climate and disaster resilience overall.

The INFORM Project is a regional initiative managed by SPREP with the focus on improving data and knowledge information management in the region. Funding allocation under the Project includes preparation of Samoa's Environment Sector Communication Strategy which will further strengthen the engagement and participation of key stakeholders through effective communication, enhanced access to information for informed and strategic decision making, all of which will greatly contribute to the overall management of Samoa's natural resources and environment.

The strategy is to be developed in line with the four long term strategic outcomes that currently frame the National Environment Sector Plan (NESP) 2017 – 2021:

1. Sustainable management and development of natural resources and environment conservation;
2. Sustainable and resilient built environment;
3. Mainstreaming climate change and disaster risk management across all sectors; and a
4. Robust governance framework

The strategy will also build on existing communication efforts including best practices and lessons of key projects such as (but not limited to) the EWACC, AF, PPCR, SMSMCL, PREP, IMPRESS, Ozone, GCF projects to ensure a cohesive and coordinated approach to communication between and amongst government agencies to the private sector, NGOs and local communities. The strategy will ensure that any communications work pertaining to the sector is well coordinated for efficient use of resources, advanced and strategic planning to enhance impact and sustainability of communication efforts.

Gender and disability mainstreaming is an important part of effective communication and the communication strategy will need to provide a solid and inclusive approach to communications and advocacy including all target beneficiaries i.e. men, women and youth and people with disabilities.

Specific Tasks:

Stage 1

- Undertake a desktop review of existing communication strategies within and across the sector. This is important in developing the framework based on lessons learnt, achievements of past communications strategies including potential areas for complementarity. In doing so, the Consultant is expected to ensure due consideration is sufficiently given to existing institutional and governance structures including recent institutional and functional reviews; policy and legislative mandates; cross cutting issues like climate change, disaster risk management, environment and gender; relevant sector plans and information and data management systems already in place.

- Undertake a gap analysis/needs assessment based on existing communication strategies and identify communication deficiencies that would need to be addressed through the Communication Strategy
- Undertake a fully consultative process with the support of the MNRE, targeting key government agencies, sector development partners, relevant private sector entities including the media, sector NGOs and local communities to identify key challenges, lessons learnt and current best practice.
- Develop drafts for the communication strategy and implementation plan drawing on stakeholder views and ideas on key components, such as, but not limited to, the types of audiences, messages, activities to be done including cost estimates of identified activities and monitoring and evaluation plan.

Stage 2

- Finalise communication strategy and implementation plan
- Undertake stakeholder workshops with the support of the MNRE to encourage ownership and innovative and creative ideas in the development and validation of the communication strategy.

Stage 3

- Develop / design reader-friendly formats/templates for press releases, special events, newsletters press interview either through broadcast or print media
- Develop editing and publication guidelines for sector communication purposes
- Design key sector publicity materials and communications products, including mascot logos, web content, brochures, posters, photographic coverage etc
- Design sector summary report card to assist with quarterly and annual reporting to the NESSC and key stakeholders of the sector
- Design a calendar of sector national events for easy coordination
- Design a summary report card to facilitate high level sector indicators reporting to align SOE assessment indicators with the NESP, other key sector plans where relevant, such as the Agriculture Sector Plan, Health Sector Plan, Tourism Sector Plan, Community Sector Plan, as well the Strategy for the Development of Samoa 2016-2020, the Samoa Pathway and the Sustainable Development Goals.

Reporting Requirements:

The Consultant will work closely with a special communication taskforce set up to oversee the work relating to this consultancy. The taskforce will consist of representatives from MNRE and SPREP. The Consultant will report to the taskforce through the ACEO/Environment Sector Coordinator of MNRE. The taskforce will review and approve the different stages of developing the strategy and identified communication products in accordance with the schedule of activities and key milestones provided in table 1 below.

Table 1: Schedule of Activities and Key Milestones

Key Activities	Timelines	Key Milestones
Desktop Review	3 weeks	Inception Report and Initial draft skeleton of Communication Strategy (20%)
Individual consultations		
Initial Draft Skeleton of Strategy		
3 Workshops (half day workshops including incorporation of comments)	3 weeks	2 nd Draft Communication Strategy and Implementation Plan Consolidated Workshop Report (20%)
2 nd Draft Strategy and Implementation Plan circulated for review		
Incorporation of Comments and further work	2 weeks	3 rd Draft Communication Strategy and Implementation Plan (20%) for final review.
3 rd Draft Communication Strategy and Implementation Plan		
Final Communication Strategy and Implementation Plan	4 weeks	Final Draft Communication Strategy, Final Implementation Plan and Final Designs of Sector Publicity Materials and Sector Report Card (40%)
Final Design of Sector Publicity Materials		
Total	12 weeks (3 months)	100%

Duration of the Contract:

3 months

Qualifications and Competencies

- a) A degree in communications, journalism, public relations or related field (10.5%)
- b) Minimum of 5 years' worth of experience in developing communications, communication strategies, media operations and advocacy material via various media (21%)
- c) Demonstrated experience in communication work involving environmental, climate change and disaster risk management is a distinct advantage (21%)
- d) Computer proficiency and experience with media software, applications and communication tools (7%)
- e) Excellent organization skills, interpersonal communication skills, self-motivated, proactive and reliable with good communication and ability to work in harmony with staff members and technical specialists (7%)
- f) Excellent in oral and written communication skills in English, in Samoa is an advantage (3.5%)
- g) Proposed workplan and methodology to implement the activities stated in the ToR to achieve the deliverables of the consultancy within the consultancy period (10%)
- h) Financial Proposal (20%)