



## Terms of Reference

Global Environment Facility, Small Grants Programme - *Laying the foundations for circularity in waste management in Fuvahmulah City, Maldives.*"

Local Consultant- Communication and Awareness Raising Material Production

### 1. BACKGROUND

Maldives Authentic Crafts Cooperative Society (MACCS) has received funding from the Global Environment Facility, Small Grants Programme, to carry out a project to tackle plastic pollution titled "*Laying the foundations for circularity in waste management in Fuvahmulah City, Maldives.*"

Maldives Authentic Crafts Cooperative Society (MACCS) is a cooperative of women who strive to revive and promote local artisanal handicrafts and crafting communities in the Maldives. The waste management system of Fuvahmulah City is largely based on waste disposal and management of disposed waste. There are no targeted actions to reduce waste.

The primary objective of the project is to decrease waste generation and improve waste management, resulting in improved health of people, land and ocean in and around Fuvahmulah City, Maldives. The project aims to tackle the ad hoc measures towards waste management by helping formulate a more holistic, local, waste management strategy that pursues circularity in waste management and resource use. The project will also address emerging waste sources from tourism facilities through capacity building and provision of refillable bottled water. The project will help reduce single use plastic bags through introduction of alternatives where women and youth will be prioritized.

The project has four main outputs. The first is a holistic solid waste management strategy for Fuvahmulah City, which pursues circularity, in waste management and resource use. The strategy will be formulated in consultation with key stakeholders, following a situation analysis and a review of national and local policies and regulations. The second output will introduce alternatives to single use plastics, focusing on reusable bags, women's' menstrual hygiene products. Capacity building activities include training on bag making, awareness raising activities and targeted workshops. The third output focuses on reviving the use of sustainable household utensils to replace plastics. The fourth output focuses on introducing a business opportunity, while pursuing reduction of single use plastic water bottles.

## MALDIVES AUTHENTIC CRAFTS COOPERATIVE SOCIETY

7<sup>th</sup> Floor, H. Keleethia, Hakuraa Goalhi, Male', Republic of Maldives.

Web: [www.maccs.com.mv](http://www.maccs.com.mv), Email: [info@maccs.com.mv](mailto:info@maccs.com.mv) Phone: +960 7673764



## 2. ROLES AND RESPONSIBILITIES

1. Develop a variety of communication materials aligned with project objectives, including brochures, posters, and digital content.
2. Ensure that all materials are culturally sensitive and appeal to the target audience in Fuvahmulah City..

## 3. DELIVERABLES/OUTPUTS

**Develop communications and awareness raising materials and specifically contributing to produce communication and awareness material for social media and specific events as required.**

1. Design 3 billboards, 30 SM posts, 10 SM short videos on circular economy and plastic alternatives
2. Design 1 Leaflet for shops on reusable bags
3. Produce 10 SM posts on biodegradable utensils into households
4. Design of information leaflet on circular approach to waste management for tourism facilities.

## 4. LEVEL OF EFFORT

The expected duration of the assignment or level of effort (LOE) by the consultant will be from 15 February 2024 to 31 December 2024

Commencement of work is expected in early February 2024, with the contract set to expire ten months from the signing date. All deliverables for this consultancy should be accomplished within this contractual period.

## 5. WORKING ARRANGEMENT

The Consultant will work remotely on a need basis and closely with the MACCS team based in Male'. The Consultant is expected to travel domestically to the project site during the term of the contractual period.

Travel expenses, if applicable, will be covered by MACCS, subject to funding availability and determined by the needs outlined in this ToR or on the contract agreement.

## 6. REPORTING

The consultant will report to the Lead Consultant assigned by MACCS on all project related matters.

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## 7. REMUNERATION

Consultancy fees, as agreed between MACCS and the consultant, will be paid within 10 days of receipt by MACCS of the timesheet approved by the reporting person. Upon approval of the timesheet, a valid invoice must be submitted

## 8. QUALIFICATIONS AND EXPERIENCE

The local consultant must meet the following qualifications and requirements:

- The consultant should possess a minimum of secondary education or equivalent
- Minimum of 2 years of experience in graphic design and communication.
- At least a year of experience working in similar projects
- Experience in designing visually engaging infographics, videos, and other multimedia content (online and print media)
- Strong understanding of design principles and best practices.
- Excellent written and verbal communication skills.
- Strong interpersonal skills
- Proficiency in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign. Experience with other relevant design software is a plus.

## 9. APPLICATION AND SELECTION PROCEDURE

Interested parties are requested to submit the following documentation responding to the Terms of Reference (ToR):

- CV/ Portfolio / Profile with previous work
- Recommendation / reference letter(s)
- Copy of the National ID Card
- Registration Certificates – including GST registration (for companies/firms)
- Quotation in MVR (must include a quotation number, date, and contact details with the pricing for the deliverables separately, if it is a company/ firm- GST and other applicable taxes should be included)

You may email your application documents to:

Project Manager  
Maldives Authentic Crafts Cooperative Society  
7th Floor, H.Keleethia  
Male'

### **Deadline for submission:**

**Any/ all inquiries regarding this consultancy should be directed via email to [info@maccs.com.mv](mailto:info@maccs.com.mv)**

All complete applications should be **submitted via email on or before 1600 hrs, of 15<sup>th</sup> February 2024.**

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