



Request for Expression of Interest

For production of Radio and TV Jingles and Public Service Announcements (PSAs) Under the Cross Cutting Capacity Development Project (CCCD) to mainstream Rio Conventions.

Starting Date: June 5, 2019

Assignment Duration: Two
Weeks

Assignment Location:
Monrovia

End Date: June 15, 2019

For submission of EOI

Brief project description: This project is in line with the GEF-6 CCCD Strategy objective 1, 3, and 5 which call for countries to: a) integrate global environmental needs into management information systems and monitoring, b) integrate MEA provisions into national policy, legislative, and regulatory frameworks, and c) update NCSAs, respectively. The goal of this project is for Liberia to make better decisions to meet and sustain global environmental obligations. This requires the country to have the capacity to coordinate efforts, as well as best practices for integrating global environmental priorities into planning, decision-making, and reporting processes. **To that end, the objective of this project is to strengthen a targeted set of national capacities to deliver and sustain global environmental outcomes within the framework of sustainable development priorities.** The project will be carried out via *four* linked components. Component 1 calls for the establishment of an integrated environmental knowledge management system to meet global environment and sustainable development priorities. Component 2 focuses on enhanced institutional and technical capacities to mainstream, develop, and utilize policies for implementation of the three Rio Conventions. **Component 3 works to improved environmental attitudes and values for the global environment.** Component 4 is the updating of the National Capacity Self-Assessment. The project will take an adaptive collaborative management (ACM) approach to implementation, which calls for stakeholders to take an early and proactive role in the mainstreaming exercises, as well as to help identify and solve unexpected implementation barriers and challenges. By taking an ACM approach, project activities and outputs can be more legitimately modified and adapted to maintain timely and cost-effective project performance and delivery.

Aim

Improving awareness of global environmental values

Objective

Prepare and air a gender inclusive (1) public service announcement in local dialects and (2) jingles) on the Rio Convention mainstreaming.

This component of the project aims to combat the lack of awareness on climate change, biodiversity loss and sustainable land management by creating an enabling environment for the general public to gain awareness, effective participation and access to data, information and knowledge relating to the Rio Conventions. This intends to build knowledge of wider communities against environmental ignorance, support for implementation of environmental policies laws against human induced environmental degradation. Realizing the effectiveness of media capacity building and mobilization to complement government and CSOs efforts in policy discourse in favors of educating the general public, the CCCD is developing the Radio Jingles and PSAs in five different themes for the media campaign on Convention on Biodiversity, Climate Change and Sustainable Land Management issues to support the stakeholders participate in the national implementation of the Rio Conventions in Liberia.

The Specific Objective of the activity: To raise awareness through media mobilization for information and knowledge about environmental issues affecting Liberia to create enabling environment at grass root level among literates and illiterates, children and adults, men and women and influence the law makers in the central, provincial and local level in the legal enforcement of the environmental laws governing the Rio Conventions in Liberia.

Project Period: November 2018 to October 2021

Project location: Environmental Protection Agency, 4th Street Tubman Boulevard, Sinkor, Monrovia

Target group: Ministries and Agencies, Non-governmental organizations, Community members nationwide, Leaders of grass root level organizations, Religious leaders, Local political leaders, Police officials, Journalists at local level, teachers and Members of School Management Committees [SMCs], youths/students, Local schools, Grass-root level organizations, CSOs at county and national level , national media personnel and local bodies. The total expected beneficiaries of the project are 500,000 catchment populations from fifteen counties.

Scope of work

- a) Production of radio jingles in Liberian Dialects and Languages.
- b) Production of Public Service Announcements (PSAs) in Liberia English Dialect

Detailed scope of work

A. Productions

- a. Radio Jingles: Develop 10 (ten) jingles - in Liberian languages
- b. b) Public Service Announcements (PSAs): Develop 5 PSAs in- in Liberian English Dialect
- c. Duration of the jingles & PSAs: 1 Min

B. Theme/Concept for the Radio Jingles & PSAs/TV Spot

The Script for both Radio Jingles and PSAs/TV Spot will be provided to the consultant by the Awareness and Communication Campaign Consultant following review by the Communication Department of the

EPA and or FDA. The Script for Radio Jingles in the various Liberian dialects will be the translation from the English Script)

C. Description of Tasks

Based on the above context, the consulting firms/NGO/CSO are required to undertake the following tasks for the radio jingle & PSAs/TV Spot production:

- a. Submission of execution plan
- b. Conduct research to prepare the concept/contents/script/music and use other relevant reference materials as required.
- c. Get approval of the concept/contents/script/music from EPA Communication Department via Senior management before developing draft jingles & PSAs/TV Spot
- d. Prioritize Local context, culture, and folk music with local instruments while producing Radio Jingles and PSAs/TV Spot
- e. Incorporate tagline at the end of each spot/jingle.
- f. Get approval prior to finalization from Communication Department through Senior Management

D. Key Deliverables

1. Final Radio Jingles in all Liberian dialects
2. Final Public Service Announcements (PSAs)/TV Spot in all Liberian dialects

E. Team composition and work division:

The overall responsibility to develop the radio jingles and PSAs will be of independent Local consultant. However, CCCD/EPA will assign a team member who will support in coordination, supporting for shaping Radio Jingles and PSAs

F. Duration of assignment:

The total duration of the assignment will be for a period of 21 (twenty one) days from the day of signing the contract. However, the consultant should submit the first final Radio Jingles & PSA by the end of June 2019.

G. Requirements

Basic Requirements

1. **Applicant must have At least 3 (three) years of experience in radio and TV jingle production**
2. **Must have understanding of the three Rio Conventions**
3. **An interested firm/company/CSO/NGO must be a registered entity with clean tax payment records**

Individual Consultant who meets the requirements should submit EOI along with curriculum vitae (CV), technical and financial proposal.

Interested Company/NGO/CSO must submit entity's profile along with the copy of the certification of registration and tax clearance Certificate for the latest fiscal year explaining how their professional experiences match with the required skills and qualifications for this assignment.

The expression of interest with valid company seal and signature should be submitted by email to eduncan@epa.gov.lr/elladuncan22@gmail.com and copied to awesseh@epa.gov.lr

The consultant can submit their proposal including the financial proposal separately for Radio Jingle and TV Spot as per their expertise. Or if they have expertise in both, they can apply for both Radio Jingle and TV Production. Two different firms can or can apply for both or the separate consultants having separate expertise can submit the proposal in partnership

The CCCD will evaluate the proposals as per the procurement rule of the EPA and award the assignment based upon technical and financial feasibility. Only the successful applicant will be contacted for further process.

ATTENTION:

Human Resource Department
Environment Protection Agency (EPA)
4th Street, Sinkor
1000 Monrovia, 10 Liberia
P.O. Box 4024

Or through email (eduncan@epa.gov.lr/elladuncan22@gmail.com), indicating in subject area
“Application for CCCD For production of Radio and TV Jingles and Public Service
Announcements (PSAs) Under the Cross Cutting Capacity Development Project (CCCD) to
mainstream Rio Conventions.

Closing date for applications is 5 PM, June 15, 2019. Any application coming/received after this deadline will not be given consideration. Only short-listed candidates whose applications correspond to the above criteria will be contacted for an interview.

NOTE: This information is posted on the following websites: www.emansion.gov.lr, www.epa.gov.lr,
and EPA’s bulletin board on 4th Street, Tubman Blvd, Monrovia.