



Republic of the Philippines
Department of Environment and Natural Resources
BIODIVERSITY MANAGEMENT BUREAU
Ninoy Aquino Parks and Wildlife Center
Quezon Avenue, Diliman, Quezon City
Tel. Nos.: (632) 924-6031 to 35 Fax: (632) 924-0109, (632) 920-4417
Website: <http://www.bmb.gov.ph> E-mail: bmb@bmb.gov.ph

REQUEST FOR EXPRESSION OF INTEREST

PROCUREMENT FOR THE SERVICES ^{OF A} COMMUNICATION CONSULTANT (FIRM)

The Biodiversity Management Bureau of the Department of Environment and Natural Resources intends to engage the services of a Communication Consultant (Firm) for the updating of BMB Communication Plan and development of Institutional Brand Book.

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

<u>Requirement</u>	<u>Duration</u>	<u>Budget</u>
Communication Consultant (Firm)	Four (4) months	P1,000,000.00 (inclusive of taxes)

The documents for submission are:

1. Letter of intent;
2. Curriculum Vitae to include the following :
 - Education
 - Experience on various aspects of communications, marketing and creative management;
 - Experience in completed/projects/works involving production/development of communications manual, and brand book/style guide
 - Extensive background in producing copies, visual design, and digital media post/page boost
 - Experience working with NGAs, NGOs and private sector involved in ENR, communications/advocacy, and marketing/advertising industry
 - Names and contact details of three (3) references able to provide details, on request, of your recent work experience and/or employment
 - Current e-mail address, telephone or fax number
3. Inception Report/Proposal
4. Sample of previous work and list of projects completed
5. PHILGEPS Certificate of Registration; and
6. BIR Certificate of Registration

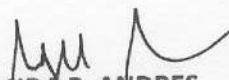
For inquiry, please contact Ms. Rowena F. Bolinas at Telephone No. 924-6031 local 231. Interested applicants must submit the documents on or before 5:00pm,

AUG 07 2018

to:

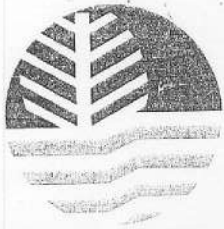
The Director
Biodiversity Management Bureau
Ninoy Aquino Parks and Wildlife Center
Quezon Avenue, Diliman, Quezon City
Tel. No. 924-6031 Fax : 924 6031 loc. 221
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Approved For Posting:


ARMIDA P. ANDRES
OIC, Assistant Director
Chairperson, BAC



United Nations Decade on Biodiversity



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TERMS OF REFERENCE

The Biodiversity Management Bureau of the Department of Environment and Natural Resources (BMB – DENR) intends to engage the services of a Communication Consultant/ Firm for the updating of BMB Communications Plan and development of Institutional Brand Book.

Background and Rationale

With the hiring of a communications focal person for the BMB, a Special Order (SO #112) was issued reconstituting the CEPA Core Group. The main functions of the CEPA Core Group are to develop and implement the CEPA Work and Financial Plan.

The CEPA Core Group had two successive years of communication planning since its reconstitution. The CEPA plans are anchored on the existing messaging framework currently used by BMB crafted by a consultant in 2014. The tactical message “kung wala yun, wala nito” with unifying thematic message “ugnayan ng iba’t ibang buhay, pahalagahan, pangalagaan” is employed in BMB collaterals and information materials.

The CEPA plans also include CEPA-related activities to be conducted and publications to be produced by the various BMB divisions, including NAPWC. The more recent Mid-Term CEPA Plan prepared in February 2018 identified six (6) key strategies for implementation, namely: 1) Awareness/ Perception Survey; 2) Institutional Branding; 3) Knowledge Products; 4) Special Events; 5) Digital Media Campaign; and 6) Private Sector Partnership.

A major target included in the CEPA Work and Financial Plan 2018 is the **updating of BMB Communications Plan and development of Institutional Brand Book**. The CEPA SO #112 outlines the functions of the CEPA Core Group. The current planning process for WFP preparations within the BMB directs each Division to identify its own CEPA-related activities and outputs. It is imperative then to develop a work and coordination process flow supported by guidelines and protocols agreed upon within the BMB. The process flow with guidelines will be compiled into a BMB CEPA Manual, which will be a major output of the updating of the Communications Plan.

The CEPA 2018 WFP also involves the conduct of a Knowledge, Attitudes and Practices (KAP) Survey in two protected areas (PA) pilot sites within the year. The KAP is a crucial process in determining baselines for biodiversity awareness. A separate procurement for a consultant/ firm to undertake the KAP survey and develop the tool is ongoing.

It is likewise timely for the present messaging framework, “kung wala yun, wala nito”, be revisited and reviewed for its relevance and efficacy. Key informant interviews and a workshop will culminate in a message development session with an Institutional Brand Book as the output.

For strategies 3 and 5, marketing portfolios consisting of knowledge products such as infographics, flyers, design templates and collaterals will be developed for each of the Bureau’s major programs. BMB’s official Facebook page will be infused with paid boosts and ads to increase followers and likes.

To support the implementation of the strategies identified in the CEPA Mid-Term Plan, the services of a Communications Consultant/ Firm is thus, of utmost importance needed.

Scope of Work:

1. Update the Communication Plan and develop a comprehensive communications manual for the Bureau, in consultation with key officials and staff;
2. Review existing messaging framework and develop an effective institutional branding strategy for the promotion of programs, activities and mandates;
3. Prepare communication, education and public awareness (CEPA) knowledge materials (infographics, brochure/ flyers, collaterals, templates, etc.) for major programs and regular activities;
4. Conduct training/ orientation on the use of the CEPA manual and Brand Book;
5. Recommend activities and creative direction for the implementation of the institutional branding strategy;
6. Conduct and coordinate meetings with concerned BMB staff as necessary, for the inputs to the manual and the brand book.

Deliverables:

1. Inception report
2. Updated Communications Plan and CEPA Manual
3. Institutional Brand Book/ Style Guide
3. Camera ready design and content of creative output materials (e.g. infographics, flyers and collaterals, templates, etc.)
4. Digital media posts and boosts
5. Trainings/ Workshops/ Meetings of key BMB staff on communication plan, manual & brand book

Requirements:

1. The Consultant/ Firm should be a consortium of individuals, marketing/ advertising/ communications agency, or consultancy firm with advance expertise in communications and marketing;
2. Individual Project Lead must have an advance degree or specialized training on communications and/ or marketing;
3. The Consultant/ Firm must have at least five (5) years of experience on various aspects of communications, marketing and creative management;
4. Knowledgeable and proven expertise in writing, visual design, marketing, editing, and training;
5. Proven skills in developing communication content, institutional branding, and digital media engagement;
6. Consultant/ Firm has a known network or established contacts in the communications/ marketing/ advertising industry;
7. With previous completed projects, partnership and/ or engagement with government, non-government and academic institutions involved in the biodiversity/ natural resources/ communications/ advocacy sector;
8. Capacity to work under pressure.

Team and Key Staff:

The Consultant/ Firm should ensure that the following key staff are available for this assignment:

1. Creative Specialist / Graphic Artist
2. Content Writer
3. Digital Media Specialist

Duration : **4 months**
Approved Budget for Contract : **Php 1,000,000 (gross, inclusive of taxes)**

Budget Breakdown

Professional Fees	400,000
Content development and coordination	50,000
Production (of IFA Plan, Manual, Brand Book, community CEPA materials)	250,000
Digital Media page boosts and ads	100,000
Training, meetings and workshop/s	200,000

Schedule of Payment:

- 15% of total contract amount to be released upon signing of contract;
- 45% of total contract amount to be released upon submission and acceptance of manual and brand book/ style guide
- 25% of total contract amount to be released upon submission of creative output materials
- 15% of total contract amount to be released upon conduct of training/ workshops

Applications must include:

- Inception Report/ Proposal;
- A curriculum vitae (basic personal information, including current email address, telephone, or fax number, educational background, work experience, and relevant accomplishments, 3 references);
- Letter of intent;
- Samples of previous work and list of projects completed.

Please send applications not later than **AUG 07 2018** to:

The Director
Biodiversity Management Bureau- Department of Environment and Natural Resources
Ninoy Aquino Parks and Wildlife Center cpd., North Avenue, Diliman, Quezon City
Email address: bmb@bmb.gov.ph; caved@bmb.gov.ph; rowena.bolinas@bmb.gov.ph

Approved:


CRISANTA MARLENE P. RODRIGUEZ
OIC-Director