

Consultancy Service – Development of IEC Materials for Integrated Risk Management (IRM) Project

Type of Contract:	Local Consultancy
Duration:	15 days

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, and to prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with branches and units spanned all over Maldives. To date it has established 10 Branches and 20 Units spanning all over Maldives. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions. MRC's disaster preparedness activities are centered around strengthening communities' capacity to respond to disasters. Technical support is provided to implement various initiatives such as emergency drills in schools (School Emergency Operation Plan), hospitals and health centres (Hospital Emergency Operation Plan), fire drills, and tsunami drills, with the relevant stakeholders, such as the NDMA, MNDF, MPS, relevant ministries, UN agencies, and communities. Information, Education, and Communication (IEC) materials are created to raise awareness and to make knowledge readily available and accessible.

In addition to this, the Vulnerability and Capacity Assessment (VCA) is used as a tool to facilitate risk assessments and local level planning. It aims to involve communities, local authorities, and humanitarian and development organizations from the outset to identify risk reduction activities to prevent or lessen the effects of expected hazards, risks, and vulnerabilities, and to develop action plans to prepare for and respond to the identified risks. MRC trains and mobilizes local teams and volunteers to facilitate the VCA data collection process. The VCAs once compiled, can be used to design disaster risk reduction interventions and projects.

Objective

The primary objective of this consultancy is to provide support to the advocacy and IEC aspect of the Integrated Risk Management Project. The IRM project focuses on strengthening risk-informed resilience planning at island and city levels in order to prevent and reduce risks associated with local development. This builds on MRC's current role in the preparation of risk assessments using the Vulnerability and Capacity Assessment (VCA) tool. The key strategy is to expand MRC's coverage of community risk assessments, to increase the utilization of these assessments and data in local level planning (both disaster management planning, adaptation planning and local development planning) and to advocate for a national risk assessment guideline.

Under this project, the consultant or firm is expected to produce infographics and posters in coordination with MRC. The consultant or firm is tasked with identifying and facilitating the most effective models of communication required to guide the development of the deliverables. The deliverables will be produced in English and Dhivehi. Support towards translations will be provided by MRC.

The finished products should encompass the themes of disaster risk reduction and climate change adaptation to create awareness and encourage appropriate behavioral changes with regards to building resilience at a local and national level.

Key tasks and deliverables

The Consultant will provide the following technical services, which shall include:

<u>Tasks</u>	<u>Deliverables</u>
<p>Development of infographics and posters</p> <p>The consultant or firm is expected to develop infographics and posters based on the content produced in coordination with MRC, guided by the objectives of the Integrated Risk Management project.</p>	<p>Development of total 20 infographics and posters</p> <p>Editable files of the infographic/posters for translation purposes after the project. No changes to the artwork will be made by MRC</p>

Reporting Line

The consultant will report to the Programme Officer - Disaster Risk Management, and will work closely with other relevant technical staff.

Academic Qualification

University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual).

Experience

- At least 3 years of experience working in similar projects
- Experience developing compelling content to generate response from audiences online
- Previous work with MRC or NGO experience in a similar role is highly desirable
- Fluency in English and Dhivehi

Evaluation of quotations

Quotations will be evaluated based on value for money and the most technically compliant offer.

Fees and payments

Prices quoted for the work will be a lump sum to be paid upon completion of consultancy.

Code of Conduct

During the term of consultancy, MRC Code of Conduct has to be signed and thoroughly followed by the consultant.

Application

1. Cover Letter
2. Application must include a CV (if an individual)/ profile (if a company)
3. Financial quotation: must be inclusive of all taxes and costs that are required for the production.
4. At-least three Samples of past work / portfolios
5. Recommendation letters

Applications, with all required documents and all inquiries regarding this must be emailed with Consultancy title in subject to: info@redcrescent.org.mv.

Deadline: The deadline for application is 02:00 PM on 27th December 2020. Only short-listed candidates will be contacted for interviews.