

Terms of Reference (ToR)

Project No.: 13.2258.5-001.00

Project Title: Sundarbans Management Project (SMP)

Country: Bangladesh

Contract No.:

Individual Consultant/Consulting Firm:

Period: 31 October – 30 November, 2017

Subject: Develop infographics about threats for and protection of the Sundarbans Mangrove Forests (SMF)

1. Project brief

The Sundarbans constitute the world's largest continuous mangrove forest (10,000km²) located within a massive river delta system between India and Bangladesh. The Bangladesh Sundarbans Mangrove Forest (SMF), covering an area of 6,000km², is protected through restricting resource use and access rights to varying degrees. The SMF plays a crucial role as buffer between land and sea, as well as as a protective wall against tropical cyclones. Against the background of progressing climate change, the Sundarbans ecosystem is even more important for the people living in its periphery. Due to its inaccessibility, unique and globally important biodiversity has remained preserved and the Sundarbans have been declared a UNESCO World Heritage Site.

There are no permanent settlements inside the SMF. However, a large number of people living in its periphery depend on the mangrove ecosystem for their livelihood: People enter the forest – some legally some illegally - to harvest natural resources including fish, nypa palm and honey. On a larger scale, the SMF plays an indispensable role as breeding and nursery ground for economically important fish species in the rivers and the Bay of Bengal supporting income generation and food security far beyond the direct boundaries of the forest.

The SMF ecosystem and its biodiversity are subject to multiple stressors, including unsustainable use of natural resources. The Bangladesh Forest Department (BFD) is the official custodian of the SMF and responsible for its protection. Challenges related to technical capacities, financial resources, and institutional arrangements currently hamper the BFD's efforts to effectively address these stressors in the management of the SMF.

Through co-management structures at the village and district levels, local communities are given a platform to participate in the management of the SMF. Different actors, including governmental agencies, donors and NGOs, are involved in conservation and management of the SMF as well as community development in the periphery. Improved coordination between relevant actors to leverage synergies would greatly increase the impact of conservation and management of the SMF. Also, co-management structures are yet to sufficiently facilitate participation of resource users in decision making about the SMF.

Through the "Management of the Sundarbans Mangrove Forests for Biodiversity Conservation and Increased Adaptation to Climate Change Project" (SMP) the BFD receives support in strengthening its management capacities, empowering co-management structures, and developing institutional mechanisms towards increased coordination. SMP's overall objective is: Government agencies at the national and local level, that are responsible for the management of the Sundarbans, as well as co-management structures, have implemented mechanisms that improve the management of the SMF. SMP is a project of the Ministry of Environment and Forests (MoEF) of the Government of the People's Republic of Bangladesh, supported by the German Federal Ministry for Economic Cooperation and Development (BMZ) and jointly implemented by the BFD, and the *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ) GmbH.

2. The Purpose and scope of the of the assignment:

A series of easy to understand info graphic shall illustrate the importance the SMF in Bangladesh. The focus will be on illustrating the short and long terms threats to the SMF, and the consequences on livelihoods and the surrounding environment. It is important to illustrate necessary and important activities based on the identified threats to protect the SMF. SMP will use this infographic in posters, presentations and leaflets to communicate to a wider audience in an easy to understand manner the importance and urgency of better protecting the SMF in the face of a multitude of threats impacting the mangrove ecosystem. Any proposed visualization will have to adhere to the GIZ corporate design guidelines.

3. Specific tasks and deliverables of the consultant / consulting firm:

The infographic and illustrations will focus on illustrating manmade and natural threats with their consequences to the SMF. The messages of the infographics and illustrations should be understandable by all types of audiences and can be used as information, teaching or training material. As a whole, the infographic will deliver the message of importance of SMF protection.

- a) Gather information and data of possible adverse impacts and threats on the SMF from available published sources:
 - Information and data collection: SMF, Surrounding Areas, short and long term threats and adverse impacts on SMF from secondary sources and GIZ-SMP.
 - Collect data with multiple messages that explain why SMF is very important for Bangladesh and ecosystem.
 - Compile suitable existing pictures and information according to threats and conservation value.
 - The sources of information and any visual aids used need to be documented systematically and duly acknowledged.
 - Make sure that all the information/illustrations/images using in the info graph is not against any law, and does not make any offence to anyone
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- b) Translation of variety of information into inphographics:
 - Develop infographics illustrating man made and natural threats to the SMF including creative illustrations and icons that should be self-explaining, easily understandable and related to the subject.
 - Develop overviews in from of maps, figures, graphs, charts or tables visualizing basic information on SMF and its conservation value. Arrange these to form the infographics.
 - Visualize protection measures needed for SMF in the near future.
 - Visualize threats and impacts on SMF if no mitigation or protection measures are taken.
 - Ensure that final output complies the GIZ corporate design regulations
 - Ensure the quality of technical output (acceptance, readability, color, sound etc.)

The consultant / agency must be full time available during the consulting work with GIZ.

4. Deliverables:

Infographics about threats for and protection of the Sundarbans Mangrove Forests as specified in the task description above in hard copy / poster format (10 pieces each) and soft copy (2x CD) including editable versions. All photo credits, sources of information and images should be noted, if necessary in a separate file.

5. Time frame of the assignment

One month in the duration expected to start from 31 October to 30 November 2017.

6. Support available

- a. GIZ will support by providing essential data and information
- b. GIZ will also provide input, review draft text and images and other materials.
- c. GIZ will provide necessary orientation, guidance, supervision, technical criteria and information on expected standards to the consultant/firm.

7. Supervision and management

The consultant will work directly under day-to-day supervision of the responsible technical advisor, SMP. The final infographics, visualization and other design outputs and payment requests are to be submitted to the SMP Principal Advisor.

8. Qualifications:

The consultant / agency is expected to have:

- The firm must have at least 5 years of experience in editing, infographic and poster design and content development with international development organizations.
- Strong track record of making communication, information, and learning documents on climate change and environmental issues is essential. Ability to develop visual materials in English and Bangla that help laypersons to understand the gist of the issues / main messages.
- Good understanding of environment and ecosystem topics including human-nature interactions.
- Excellent proficiency in written and spoken English and Bengali.
- Previous work experience with GIZ will be added value for the consultancy work.
- Previous working experience in the Sundrbans region would be an asset.

9. Format of technical proposal:

- Understanding of ToR and deliverables including details on how the consultant is planning to carry-out the assignment. (Maximum 02 pages+1 page time plan)
- Experience on doing similar assignments including infographics, developing and visualizing stories through pictures and moving content
- Portfolio showing work done for at least 3 projects in the field of environment, climate change & natural resource management in cooperation with international (development) organisations
- Curriculum vitae of in-house experts (CV). (maximum 02 pages, focusing on relevant experiences)
- Availability of professional equipment
- Self-organization skills, adaptive and culturally sensitive

10. Format of the financial proposal

The financial proposal should be in the below format:

SL	Description	Unit (day/quantity/lump-sum)	Unit costs	Total Price (BDT)
01	Human resources (lump sum)			
02	Transport costs (lump sum)			

	1..... 2.....			
03	Rent: equipment/instrument (if any), please specify. 1..... 2.....			
04	Food and accommodation per day (lump sum)			
05, please specify			
06	**			
	Grand total			

** Income taxes/VAT will be deducted as per Govt. rules.

11. Conditions

1. **Code of conduct:** Because GIZ's work is based on deeply held values and principles, it is essential that our commitment to citizens' rights and humanitarian principles is supported and demonstrated by all members of consulting personnel. GIZ's Code of Conduct sets out the standards, which all staff members must adhere to. The consultant is bound by the principles and conditions of GIZ's Code of Conduct.
2. **Subcontracting:** Sub contracting of this assignment by the contracted consulting firm will not be considered.
3. **Copyright:** All the materials including the scripts, audio-visual files, and any other materials used and developed under this assignment will be property of GIZ and cannot be used for any other events with any other organization/project without written permission from GIZ. Any violation of this copyright will result in legal consequences as per the prevailing law in Bangladesh and Germany.

12. Address to submit Technical and Financial Proposal:

GIZ Office Bangladesh
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
PO Box 6091, Gulshan 1
Dhaka 1212, Bangladesh

The required documents shall be submitted in two (02) separate envelopes {One (01) envelope consisting of one original Technical Offer and another one envelope consisting of one (01) original of financial Offer) and both envelopes should to be sealed.

The Technical and Financial offer must be submitted by post / courier on/before 19th of October 2017, in letter forms and bear the remark "Consulting Proposal to Develop infographics about threats for and protection of the Sundarbans Mangrove Forests for SMP"