



May 7, 2024

REQUEST FOR EXPRESSION OF INTEREST (REOI)

Hiring of Consultancy Services (Individual Consultant) Solicitation No. SIC-2024-009

1. The Government of the Philippines has received a loan (Loan no. P174137) from the World Bank towards the cost of the Coastal Resiliency (FishCoRe) Project and it intends to apply part of the proceeds of this loan to payments for the cost of Hiring of Consultancy Services (Individual Consultant).
2. The Bureau of Fisheries and Aquatic Resources Fisheries Coastal Resiliency (FishCoRe) Project, hereinafter referred to as the “End-User” now requests you to submit Expression of Interest for the **HIRING OF INDIVIDUAL CONSULTANT** namely:

Item no.	Description/ Position	Required number & duration	Total cost
1	Consultancy Services for the Development Communication Specialist	1 pax 6 years (<i>subject to annual renewal of contract with satisfactory performance</i>)	PhP 73,440.00 per month

3. A set of Terms of Reference (TOR) is provided in Attachment 1.
4. Bidding procedures will be conducted in accordance with the provisions of the World Bank Guidelines and taking into consideration the related provisions in the Project Loan Agreement and Guidelines in the Procurement under IBRD loans and IDA credits. The individual consultants will be selected in accordance with the procedure set out in paragraphs 7.34 to 7.37 of the WB Procurement Regulations.
5. Interested proponents shall submit their Letter of Expression of Interest, Curriculum Vitae, Personal Data Sheet, Certifications (if any) and supporting documents, if necessary, to the BFAR Fisheries and Coastal Resiliency (FishCoRe) Project – Special Bids and Awards Committee (SBAC) not later than **May 15, 2024, 12:00NN**.
6. Submission of Expressions of Interest (EOI) along with the other documents as stated in item no. 5 must be sent to the official email address fishcore.sbac@bfar.da.gov.ph or at the 2nd Floor, National Food Authority, Visayas Ave. Diliman, Quezon City, sealed in an envelope marked:

HIRING OF CONSULTANCY SERVICES (INDIVIDUAL CONSULTANT)

Solicitation No.: SIC-2024-009

Position: DEVELOPMENT COMMUNICATION SPECIALIST

7. The Bureau of Fisheries and Aquatic Resources Fisheries Coastal Resiliency (FishCoRe) Project must disclose information on the successful Consultant's beneficial ownership, as part of the Contract Award Notice, using the Beneficial Ownership Disclosure Form as included in the Request for Proposal/s.

8. The Bureau of Fisheries and Aquatic Resources Fisheries Coastal Resiliency (FishCoRe) Project reserves the right to accept or reject any bid, and to annul the Selection of Individual Consultants (SIC) process or reject all EOIs at any time prior to contract award, without thereby incurring any liability to the affected bidder/bidders.

Original Signed

ROY C. ORTEGA

Chairperson, Special Bids and Awards Committee

TERMS OF REFERENCE

Development Communication Specialist

- I. PROJECT TITLE : PHILIPPINE FISHERIES AND COASTAL RESILIENCY (FISHCORE) PROJECT**
- II. TITLE OF CONSULTANT : DEVELOPMENT COMMUNICATION SPECIALIST**
- III. PROPONENT : NATIONAL PROJECT MANAGEMENT OFFICE**
- IV. IMPLEMENTATION PERIOD : 2024**
- V. INTRODUCTION:**

The FishCoRe Project will be the Philippine government's platform for implementing the new governance scheme, which divides the entire country's territorial waters, inclusive of inland waters and exclusive economic zone (EEZ), into 12 fisheries management areas (FMAs) based on stock distribution and the structure of fisheries and administrative divisions.

The overall goal of the FishCoRe Project is to enhance ecosystem and community resilience in selected FMAs. The Project Development Office (PDO) of the project is to improve management of coastal fishery resources, enhance the value of fisheries production, and increase fisheries-derived incomes within coastal communities in selected Fisheries Management Areas (FMAs). In particular, the project intends to contribute to the following goals: (i) increased food security; (ii) enhanced level of satisfaction among beneficiaries; (iii) reduced incidence of illegal, unreported, and unregulated (IUU) fishing activities; and (iv) improved sustainable employment from diversified sources including fisheries and aquaculture.

The FishCoRe Project will consist of three components, namely: (i) Component 1: Fisheries and Coastal-Resilient Resource Planning and Management Component (FishCRRM); (ii) Component 2: Modern and Resilient Livelihood Investments (MARLIN); and (iii) Component 3: Support to Project Implementation and Management (SuPrIM). Components 1 and 2 aim to achieve improved management of fisheries and coastal resources and the development of supportive infrastructure and fisheries enterprises, respectively.

By the end of the six-year project implementation period (2023-2029), the achievement of the PDO will be measured by the following indicators:

- Two ecosystem-based fisheries management plans (FMPs) formulated (one each for FMAs 6 and 9) by 2024, implemented starting 2024, and evaluated by 2026;
- Increase in household income by 3% annually in real terms starting in 2026;
- Reduction in postharvest losses by 5% by 2029;
- 50% of major fish stocks covered by FMPs moving towards target reference points by 2029; and
- Increase in the value added to fishery commodities in targeted areas by 3% annually in real terms.

FishCoRe will adopt existing DA mechanisms (such as the One DA approach and clustering of enterprises) and build upon the gains and lessons learned from DA and BFAR projects. These include the aquabusiness schools introduced by the IFAD-supported Fisheries, Coastal Resources, and Livelihood (FishCORAL) Project, the enhanced role of DA RFOs and LGUs in the WB-funded Philippine Rural Development Project's (PRDP), the network of marine protected areas (MPAs) and fish sanctuaries established under the ADB/JBIC-funded Fisheries Resource Management Project (FRMP), the EAFM initiatives of the USAID-supported Ecosystems Improved for Sustainable Fisheries (EcoFish), as well as the partnerships established by BFAR with NGOs and civil society organizations (CSO) for the social mobilization and participation of fishers and fisherfolk groups.

VI. RATIONALE:

The Support to Project Implementation and Management (SuPrIM) component will be mainly responsible for overall project management. It will support the BFAR Central Office (CO) and RFOs – through the National Project Management Office (NPMO) and the Regional Project Implementation Units (RPIUs) in the lead FMA regions in FMAs 6 and 9 and the FMA Coordinating Units (FCUs) in the participating RFOs in both FMAs – in the effective management of project implementation at the national and sub-national levels. The activities of SuPrIM will also support the institutionalization of new ways of doing business by BFAR and the delivery of technical services and assistance to fishers and fisherfolk groups, the private sector, LGUs, and other stakeholders in fisheries management.

This component shall operate and maintain an effective multi-level, interdisciplinary, and institutionalization-oriented project management system (PMS). The component is expected to produce the following outputs: (i) fully operational and vertically and horizontally integrated PMS; (ii) fully operational monitoring and evaluation (M&E) and knowledge management system (KMS) supported by a digital, multi-level management information system (MIS); and (iii) fully operational publicly accessible web-based digital platforms linked to existing systems. The SuPrIM component will contribute to

the achievement of the project outcome through the (i) effective and efficient implementation of the PMS and (ii) full engagement and participation of stakeholders at all stages of project implementation.

An integral part of the SuPrIM's performance management is an effective communication support. This includes the development and execution of a comprehensive and strategic communication plan to promote the activities and goals of the Project to key stakeholders and the public towards enhanced community participation. As such, the hiring of a Development Communication Specialist **under the Monitoring, Evaluation and Learning of the SuPrIM** component is necessary for the implementation of the FishCoRe Project.

VII. OBJECTIVES

The Development Communication Specialist shall provide expert communication support in the implementation of the FishCoRe Project. Specifically, the Specialist shall:

- Fulfill various communication requirements of the Project in aid of dissemination and promotion of project activities, accomplishments, and milestones to the stakeholders and the public;
- Plan and implement communication strategies and develop knowledge materials that will enhance the awareness, understanding, and knowledge of stakeholders about the project and the public at the regional, national, and local levels using various communication platforms and channels.

VIII. SCOPE OF RESPONSIBILITIES

The Development Communication Specialist is expected to carry out the following tasks:

- 1) Project Planning and Implementation:
 - Develop, coordinate and implement a strategic communication plan with appropriate and relevant messages tailored for key stakeholders using identified appropriate communication channels, dissemination methods, and media such as video, print, web/online media, social media, among others;
 - Conceptualize, design, and develop Information, Education, and Communication (IEC) materials using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc.;

- Coordinate the production and design of quality control of communication material and publications not limited to knowledge products for dissemination;
 - Create an exclusive semi-annual/quarterly publication material (e.g. newsletter), both printed and online, consolidating and documenting significant updates on the Project implementation such as fisherfolk success stories and project milestones;
 - Conduct documentation (photos, videos, minutes/write-ups) of implementation sites and major activities of the Project; and
 - Create social media accounts exclusive to the FishCoRe Project and manage social media presence.
- 2) Financial Management:
- Prepare a fund tracker for all projects and activities (implemented and about to be implemented) to ensure adherence to financial constraints; and
 - Ensure the effective utilization of allocated budget for communication-related projects and activities.
- 3) Monitoring and Evaluation:
- Prepare project reports, timelines, milestones, deliverables, and key performance indicators.
- 4) Capacity Building and Training:
- Coordinate events relevant to the Project such as workshops, training, information drives, etc.
- 5) Stakeholder Engagement:
- Coordinate with stakeholders to gauge opinion, assess potential risk and ensure material reflects risks and opinion; and
 - Ensure that all information pertaining to the project are popularized and disseminated to the project beneficiaries and concerned stakeholders.
- 6) Reporting and Documentation:
- Perform media management functions such as writing and timely issuance of press releases and other relevant media-related write-ups, and facilitation of media briefings and interviews;
 - Conduct documentation (photos, videos, minutes/write-ups) of implementation sites and major activities of the Project; and
 - Prepare reports and other required project documents on communication for presentation and submission to DA and other oversight agencies.
- 7) Perform other tasks as may be instructed by the Project Manager.

IX. QUALIFICATIONS

A. Education and Relevant Experiences

1. Preferably with an undergraduate degree in Development Communication;
2. An advanced university degree in one or more of the following disciplines: Development Communication; Mass Communication; Journalism, or other relevant fields is an advantage
3. Five (5) years of verifiable experience in development, design, production and publication/dissemination/airing of communication products using various media, as well as organizing and producing major events and programs such as workshops, trainings, etc.; and
4. Preferably at least three (3) years of relevant experience in working for the government and/or international organizations on consultancy assignments, especially in strategic communications planning.

B. Competencies

1. Knowledge of strategies of government communication and communication with the public sector;
2. Have expertise working with institution on issues related to sustainable Natural Resources Management and coastal marine management will be added advantage;
3. Experience in engaging relevant government and private sector stakeholders;
4. Effective project management, administrative, organization, and time management skills;
5. Ability to integrate effort across project unit and functions, promote flow of information, communicate and monitor results;
6. Excellent leadership skills (e.g. able to advocate for, influence and motivate others)
7. Strong decision-making skills;
8. Ability to function independently in an efficient manner with “tight” deadlines;
9. Dynamic interpersonal skills (e.g. ability to build strong working relationships and manage conflict);
10. Excellent communication skills – both oral and written English;
11. Proficiency in the use of standard computer applications (MS Word, PowerPoint, Excel, etc.)
12. Strong computer skills/ proven ability to use standard and customize technology package such as MS Word, PowerPoint, Excel;
13. Good understanding of digital media such as website, blogs, and social media.

X. DELIVERABLES AND TIMELINE

The Specialist shall prepare and submit periodic reports to the BFAR Director through the Project Manager and the Project Component Lead.

	Type of Report/Plan	Schedule of Submission
1	Strategic Communication Plan	Must be prepared in the First Quarter spanning the entire project duration and Annually flesh out more details
2	Semi-Annual/Quarterly Publication Material, both printed and online (e.g. Newsletter)	Semi-annual/Quarterly
3	Accomplishment Reports	Quarterly and Annually

XI. SERVICE FEE

The consultancy/technical service fee is at **Php73,440.00 per month**. Possible incremental increase in monthly rate for the contract in succeeding years are subject to DA-BFAR determination and availability of funds.

Renewal of annual contract is subject to DA-BFAR determination on the satisfactory performance of the hired personnel, and verification if there is a continuing need for the position.