



## CROSS-CUTTING CAPACITY DEVELOPMENT (CCCD) PROJECT

Request for Expression of Interest

REFERENCE NO: EOI/CCCD/EPA-2022-05

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

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*The Environmental Protection Agency in collaboration with the United Nations Development Programme (UNDP) in Liberia, seeks the services of a national broadcasting institution (Radio & TV) to air Jingles and Public Service Announcements (PSAs) on the Rio Conventions mainstreaming* *i.*

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**Starting Date submission of EOI: February 10, 2022**  
**End Date submission of EOI: March 2, 2022**

**Assignment Duration: Six Months**  
**Duty Station: Monrovia**

### **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 CCCD Project is implemented by the Environmental Protection Agency in collaboration with the UNDP with funding from the Global Environment Facility (GEF). The EPA is seeking the recruitment of 3 broadcasters to air jingles and public service announcement.

### **Aim**

The aim of the assignment is to improve awareness of global environmental values and adopt friendly behavior

### **Objective**

Air a gender inclusive (1) public service announcement in Liberian English 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 three different themes for the media campaign on Conventions on Biodiversity, Climate Change and Sustainable Land Management.

### **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 policy-makers at local and national level in the mainstreaming of the Rio Conventions

**Target group:** General Public, Community members nationwide, Leaders of grass root level organizations, Religious leaders, Local political leaders, rural communities dwellers, Journalists at local level, teachers, youths/students, 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) Air environmental awareness jingles and Public Service Announcement on radio and TV of wider coverage to mainstreaming the three (Rio Conventions) Climate Change, Biodiversity and Sustainable Land Management in Liberian English nationwide for six months.

b) Description of Tasks

Based on the above context, the media institution is required to undertake the following tasks for the radio jingle & PSAs airing.

- Air PSA and jingles for six months
- Submission of execution/airing plan

**c) Key Deliverables**

1. Air jingles at least three times a week for six months
2. Air public service announcement 3 times a week for six months
2. Monthly update report

**PAYMENT MODALITIES**

The broadcasters shall be paid in two installments:

1. 50% upon submission of report for airing of the jingles and Public Service Announcement for One month.
2. 50% upon submission of report for airing the jingles and PSA for three months (90 days)

**1) APPLICATION PROCEDURE**

Qualified and interested broadcaster are hereby requested to apply. The application should contain the following:

- A technical proposal with brief description of why your broadcasting institution considers is most suitable for the assignment, and a detailed clear methodology, on how they will approach and complete the assignment; a duly accomplished Letter of Confirmation of Interest
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs

**2) EVALUATION CRITERIA**

The broadcasters will be evaluated against a combination of technical and financial criteria (combined scoring method). Maximum score is 100% out of which technical criteria equals 70% and financial criteria equals 30%.

The technical evaluation will include the following:

1. The broadcast institution must have at least 5 years of proven experience in development, health, and environmental education and communication,
2. Must have the ability to air the jingles and PSA on at least 10 (ten) radio stations nationwide and a TV station with a broader coverage
3. Must have coverage that reaches the target audience throughout the length and breadth of Liberia or must have links with community radio stations that re-lay their broadcast
4. Must be a recognized and legal entity registered under the Liberian Government,
5. Detailed work plan.
6. Must have performed similar task with the EPA and UNDP in the last 24 months

The cost effectiveness of the financial proposal to the pre-determined budget.

**ATTENTION:**

**Pescee Doe**  
**OFFICER-IN-CHARGE**

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

Or through email ([pec82.doe@gmail.com](mailto:pec82.doe@gmail.com)), indicating in subject area

"Application for airing of Public Service Announcement and Jingles on Radio  
Under the Cross Cutting Capacity Development Project (CCCC) to mainstream Rio Conventions.

Closing date for applications is 4 PM, March 2, 2022. 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.

NOTE: This information is posted on the following websites: [www.ekmsliberia.info](http://www.ekmsliberia.info), [www.epa.gov.lr](http://www.epa.gov.lr), and EPA's bulletin board on 4th Street, Tubman Blvd, Monrovia.

