



ජ්‍යෙෂ්ඨ මහලේකම්
දැනුම් පත්‍ර මාර්ගය

පිටුව: (IUL)88-IIHR/1/2014/19

අප්‍රේල් මාසයේ වැදගත් ආර්ථික මතභේදන සැසි පත්‍ර

දිනපතා අභ්‍යන්තර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, ජ්‍යෙෂ්ඨ මහලේකම්, ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, "අප්‍රේල් මාසයේ වැදගත් ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගය" - ජ්‍යෙෂ්ඨ මහලේකම්, අප්‍රේල් මාසයේ වැදගත් ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගය සඳහා දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, (IUL)88-IIHR/1/2014/16 සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්.

දින, ජනවාරි මාසයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, 10 පැයකදී සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, 14:00 ට ජනවාරි මාසයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, ජ්‍යෙෂ්ඨ මහලේකම්, අප්‍රේල් මාසයේ වැදගත් ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, ජ්‍යෙෂ්ඨ මහලේකම්, අප්‍රේල් මාසයේ වැදගත් ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්, ජ්‍යෙෂ්ඨ මහලේකම්, අප්‍රේල් මාසයේ වැදගත් ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්.

ජ්‍යෙෂ්ඨ මහලේකම්, අප්‍රේල් මාසයේ වැදගත් ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්,
ජ්‍යෙෂ්ඨ මහලේකම්, අප්‍රේල් මාසයේ වැදගත් ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්,
ර. ආර්ථික මතභේදන සැසි පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්,

අධ්‍යක්ෂ ජනරාල්, දැනුම් පත්‍ර මාර්ගයේ දැනුම සහ වැදගත්කම වැඩි කිරීමේ අරමුණින්,
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TOURISM ADAPTATION PROJECT

TERMS OF REFERENCE

Consultancy for Producing an Awareness Animation Video for Children

Background of the Tourism Adaptation Project (TAP)

TAP project will provide the tourism sector in the Maldives with the required policy environment, regulatory guidance, technical skills and knowledge to ensure that climate change- related risks can be systematically factored into day-to-day tourism operations. The project will make necessary amendments to the existing laws and regulations that govern the tourism sector, and incentivize private sector investments that factor climate change adaptation in the industry. Consequently, it will strengthen the capacity of the Ministry of Tourism (MOT) and tourism-related businesses to recognize evident climate risk issues in tourism operations, hence allowing them to adopt appropriate adaptation measures to address climate change issues.

The project will establish at least 10 new investment projects that will climate proof operational infrastructure in tourist resorts and safari vessels, in order to demonstrate the economic and environmental benefits of climate-change adaptation in tourism operations. In addition to the 10 new investment projects, TAP will identify and support 10 community-based adaptation projects in tourism-associated communities, so that tourism operators and tourism-dependent communities can cooperate on joint initiatives to reduce common vulnerabilities. Finally, to cover the residual catastrophic risks, the project will develop the capacity of the government and the tourism industry to assess the feasibility of market-based risk financing mechanisms (such as weather index- insurance) and ensure that tangible private-sector investments can be leveraged. The project duration is 36 months.

Background to scope of works

One of the challenges to climate change adaptation and mitigation in the Maldives is the lack of awareness amongst the community at large. Oftentimes, there is no expression of interest for the environmental agenda, so there is an urgent need to harness interest amongst the general public. If children are introduced to issues of climate change and adaptation at a young age, they are more likely to adopt the values of environmental stewardship, and hence become citizens of social change by reversing the effects of climate change through skilful adaptation and mitigation actions. This notion of thought is based on the premises of various theorists that in order for children to develop a sense of environmental responsibility, it should be nurtured during their first few years, or that otherwise they are at risk not developing attitudes of caring and respect for the environment (Wilson, 1996). Hence, in order to carry out the goal of familiarizing children to the issues of climate change and adaptation, as well as to induce their interest and stewardship for the environment, the Tourism Adaptation Project will collaborate with professionals in the field of animation and graphics, so that an animated video highlighting the necessity of climate change adaptation and mitigation in the Maldives will be made available through free distribution, social media circulation, as well as through major broadcasting agencies of the Maldives. An animated

movie for children in the local language is something new and may prove to be popular which would possibly allow successful achievement of objectives.

Purpose and objectives of Consultancy

The purpose of this consultancy is to create awareness about issues of climate change, and adaptations to climate change for young children so as to generate interest and increase sense of responsibility and stewardship to the environment, and as a result increase resilience of tourism dependent communities and the tourism operators in Maldives in the long term. The specific objective of the consultancy is to develop a popular Dhivehi cartoon film for children (between 6-12 years) which will imbue CCA knowledge.

Scope of work

The scope of work for the consultancy will include, but not necessarily be limited to, the following activities:

1. Produce a 45 minute Cartoon/ movie with animation (2D/3D in HD format), vocals in Dhivehi language with English subtitles and background sound/music.
2. The film should target children between 6-12 years of age.
3. Through the film communicate appropriate knowledge acceptable to PMU on climate change impacts to island communities and tourism sector of Maldives, including potential mitigation and adaptation action.
4. Develop characters for the movie that will be appealing and appropriate to the target audience.
5. Produce a script and storyboard for the movie acceptable to the PMU/Ministry of Tourism.
6. Submit 2 Master DVDs and 2 copies (in DVD format)

Important

- ❖ It will be the responsibility of the service provider to obtain the necessary rights for any music or copyright material used in the clip.

Submission Requirements

The proposal must contain:

1. Designer profile (with experience and qualifications), as well as a portfolio displaying previous or ongoing works
2. Proposed cost for the production of the animation video
3. Proposed time frame to make the animation video

Management Arrangements

The consultancy firm or individual will be directly responsible to the Project Director/ Manager of the TAP project. Final acceptance and certification and approval of the output submitted by the consultancy firm will be done by the TAP Project at Ministry of Tourism.

The consultancy firm shall meet with TAP at Ministry of Tourism, every fortnight to discuss progress on the work plan of the project.

Reference

Wilson, Ruth A. (1996). *Starting Early Environmental Education During the Early Childhood Years*(ERIC Digest). Columbus, OH: ERIC Clearinghouse for Science, Mathematics and Environmental Education (ERIC Identifier ED 402147).