



## CALL FOR EXPRESSION OF INTEREST

<b>Consultancy title</b>	Development of awareness materials on Antimicrobial Resistance (AMR) and Antimicrobial Usage (AMU)
<b>Type of contract</b>	Consultancy contract
<b>Location</b>	Cambodia
<b>Starting date</b>	from the day of the signature of the contract
<b>Expected working days</b>	Lot No. 1: 35 days
<b>Expected duration</b>	Lot No 1: 3 months, Lot No. 2 and 3: 2 months.
<b>Initial application deadline</b>	June 7, 2021
<b>Extended application deadline</b>	<b>June 14, 2021</b>

### 1. CONTEXT

#### 1.1 BACKGROUND

The World Organisation for Animal Health (OIE) is the intergovernmental organisation responsible for improving animal health worldwide. The standards it develops for the trade of live animals and products of animal origin are recognized by the World Trade Organization as reference international sanitary rules (<http://www.oie.int/fr/>).

The OIE, then known as the “Office international des epizooties” was created on the 25th of January 1924. Its headquarters are based in Paris. It comprises of 182 Member and is present on all continents through 13 Representations or Bureaus in total.

As part of the Tripartite Alliance with the World Health Organization (WHO) and Food and Agriculture Organization of the United Nations (FAO), the OIE is participating in the implementation of the Multi-Partner Trust Fund (MPTF) project to combat antimicrobial resistance (AMR) in Cambodia. The project will be coordinated by the OIE Regional Representation for Asia and the Pacific (RR-AP) based in Japan with technical and administrative support of OIE headquarters based in Paris. For the actual implementation of the project activities, the RR-AP will liaise and coordinate closely with the General Directorate of Animal Health and Production (GDAHP) under the Ministry of Agriculture Forestry and Fisheries of the Cambodian government, and the regional and country offices of FAO and WHO. The MPTF project aims to use multisectoral approaches at bringing behavioural changes amongst the key stakeholders and the public in the responsible and prudent use of antimicrobials in humans, animals, and the environment.

#### 1.2 PURPOSE

In recent decades, the world has been confronted with the accelerated emergence of resistant bacteria, viruses and parasites due to the overuse and misuse of antimicrobial agents. Antimicrobial resistance (AMR) is currently posing an extraordinary threat not only to human and animal health, but also to the world ecosystem. A shared responsibility from the human, animal and plant sectors is required to



minimize pressure for the selection of AMR factors under the One Health approach from regional, national and international levels. The OIE has taken global leadership in taking actions to address AMR and antimicrobial usage (AMU) [Antimicrobial Resistance - OIE - Asia](#).

Cambodia's concerns about AMR gained global attention when resistance to the antimalarial drug artemisinin was first reported in 2009 along the Cambodia-Thailand border. Since then, many efforts have been made including developing the [multi-sectoral action plan on AMR](#) in Cambodia (2019-2023) to address the threat of AMR in human, animal, and environment sectors. However, Cambodia still faces several challenges including weak intersectoral coordination among key stakeholders, inadequate or poor enforcement of regulations, limited capacity for surveillance, limited research capacity, and lack of awareness amongst the key stakeholders. Therefore, the AMR MPTF project on "Enhancing Governance and Coordination Mechanisms to Reduce Antimicrobial Resistance in Cambodia" will be implemented from 1 January 2021 until 31 December 2022 to address the current gaps and challenges faced in combating AMR and AMU issues in Cambodia.

The OIE will take lead in implementing activities related to improving capacity to design awareness raising, behaviour change and educational activities to support responsible and prudent use of antimicrobials in humans, animals and the environment. Key activities to be undertaken include developing national multisectoral AMR communication strategies, developing and disseminating information, education and communication (IEC) materials in Khmer language, and organising joint national and sub-national antimicrobial consumption (AMC) and AMU monitoring workshops.

## 2. DUTIES AND RESPONSIBILITIES

### 2.1 OBJECTIVES OF THE ASSIGNMENT AND SCOPE OF WORK

The services are divided into three (3) lots, as follow:

**Lot n°1 :** The consultant will develop content (script conception, redaction and layout) for IEC materials on AMR/AMU suitable for posters, leaflets, infographics/social media tools, and videos in consultation and coordination with the tripartite (FAO, OIE, WHO) staff; AMR technical working groups under the Ministry of Agriculture Forestry and Fisheries (MAFF), Ministry of Health and Ministry of Environment of the Cambodian government; and other relevant stakeholders working on AMR/AMU issues in Cambodia. The consultant shall reference available literature/materials on AMR/AMU from the OIE, FAO, WHO and other relevant organisations ([OIE Antimicrobial Resistance – We need you \(oie-antimicrobial.com\)](#); [World Antimicrobial Awareness Week 2020 - Campaign materials \(who.int\)](#); [World Antimicrobial Awareness Week | Trello](#)) and shall integrate the information to design appropriate IEC materials for specific audiences in Cambodia.

The consultant will provide guidance and introduction to the developed content to the identified designer and video company who will develop the IEC materials in coordination with RR-AP.

**Lot n° 2:** The designer will design the AMR/AMU awareness materials based on the contents provided by the consultant under Lot n°1

**Lot n° 3:** The video production company/producer will produce videos based on the contents developed by the consultant under Lot n°1

**Note I: Tenderers can bid for one, several or all lots.**

**Note ii: Tenderers are required to bid on each lot separately in case they are selected for one lot only.**

## 2.2 EXPECTED OUTPUTS AND DELIVERABLES

### Lot n°1 development of content (script conception, redaction and layout)

#### Firm tranche: Development of contents for the IEC materials on AMR/AMU

Deliverables		commencement of execution	Days of work (prov.)
A	1. Develop contents and layout (in English) for 3 posters, 3 leaflets, and 3 social media infographics targeting prudent and responsible use of antimicrobials in human, animal and environmental sectors. (see attached technical details) 2. Develop contents and layout (in English) for 2 posters, 1 leaflet, and 1 social media infographics promoting good animal production practices including biosecurity, vaccination, use of alternatives to antimicrobials. (see attached technical details) 3. Develop contents (storyboard in English) for 1 video on responsible and prudent use of antimicrobials in human, animal and environment. (see attached technical details) 4. Develop contents (storyboard in English) for 1 video on good animal husbandry practices such as hygiene and sanitation, biosecurity, vaccination, etc. to reduce use of antimicrobials in animal production. (see attached technical details)	Upon signature of the contract	15
B	Revise materials based on feedbacks	At the end of step A	5
C	Translation of all contents/storyboard into Khmer language	At the end of step B	10
D	Coordinate and advise designer/video production company to develop the IEC materials	At the end of step C	5
E	Handover of both the original contents/script and the translated version to RR-AP	At the end of step D	
Total days			35

The firm tranche is expected to be finished at least by 31 August 2021

#### Conditional tranche: Development of IEC materials on additional topics

Should time and budget permit, the scope of work may be extended to support development of awareness raising materials on additional topics on AMR/AMU. However, the implementation of this conditional tranche of work will depend on a decision by the OIE which will be notified to the Consultant under conditions set out in the Contract.

Should this conditional tranche be carried out, the OIE would expect the selected consultant to develop similar IEC materials on these topics.

### Lot n°2 – Designing of AMR/AMU awareness materials

Deliverables	commencement of execution	Observation
<p>1. Based on the content provided by the OIE, design (in English and Khmer) 3 posters, 3 leaflets, and 3 social media infographics targeting prudent and responsible use of antimicrobials in human, animal and environmental sectors (see attached technical details);</p> <p>2. Based on the contents provided by the OIE, design (in English and Khmer) 2 posters, 1 leaflet, and 1 social media infographics promoting good animal production practices including biosecurity, vaccination, use of alternatives to antimicrobials (see attached technical details)</p>	<p>Upon signature of the contract following completion of Lot No. 1</p>	<p>The consultant will be paid based on the number of awareness materials as detailed in the technical sheet.</p> <p>The materials will need to be handed to RRAP within 2 months of contract signing.</p>

### Lot n°3 – Video production on AMR/AMU awareness

Deliverables	commencement of execution	Days of work (prov.)
<p>1. Based on the contents provided by the OIE, produce (in Khmer with English subtitles) one video on responsible and prudent use of antimicrobials in human, animal and environment. The video should be of high quality in 1920x1080 format with a minimum of 120 pixels for use on YouTube, Twitter, Facebook and other social media. (see attached technical details)</p> <p>2. Based on the contents provided by the OIE, produce (in Khmer with English subtitles) one video on good animal husbandry practices such as hygiene and sanitation, biosecurity, vaccination, etc. to reduce use of antimicrobials in animal production. The video should be of high quality in 1920x1080 format with a minimum of 120 pixels for use on YouTube, Twitter, Facebook and other social media. (see attached technical details)</p>	<p>Upon signature of the contract following completion of Lot No. 1</p>	<p>The consultant will be paid based on the number of videos produced as detailed in the technical sheet</p> <p>The materials will need to be handed to RRAP within 2 months of contract signing.</p>

## 3. QUALIFICATIONS AND EXPERIENCE

### Lot n°1 development of content (script conception, redaction and layout)

#### 3.1 Required qualifications and experiences (consultant)

- Graduate Degree in communications/education/similar field with at least 5 years of work experience in public health/animal health communication in Cambodia and Asia
- Proven exposure related to animal production and animal health issues including AMR/AMU issues in Asia and low income countries
- High level competencies in designing, developing of contents, scripts and key messages for AMR/AMU/animal and/or public health issues such as videos/infographics/posters/leaflets etc. for Cambodia or other countries in Asia and low income countries

- Demonstrated experience in the development and delivery of communication products

### **3.1.1 Additional experience**

- Experience certificates/letter of references/testimonials of previous works recommended

### **3.1.2 Required skills**

- Excellent command of English and Khmer, both written and oral (language proficiency certification)
- Proficiency in the use of MS Office tools (Word, Excel, PowerPoint)
- Ability to be highly organised and work independently
- Keen sense of observation, attention to detail and accuracy
- Capacity to work with multiple team members in a multi-cultural environment and ability to meet strict deadlines
- Strong communication, editorial and reporting skills

## **Lot n°2 – Designers**

### **3.2 Requirements**

- A curriculum vitae (resume) outlining educational background, training, specialisation, and experiences in designing communication materials.
- Appropriate expertise in designing communication materials including posters, leaflets, social media infographics etc.
- Work experience in designing such high-quality communication materials in public health/animal health/environmental sectors in Cambodia/Asia is recommended.
- Work experience in developing high-quality communication materials specifically for AMR/AMU related topics in Cambodia/Asia is recommended.
- Demonstrated experience in the designing of high-quality communication materials with appropriate testimonials.

## **Lot n°3 – Video producer**

### **3.2 Requirements**

- A curriculum vitae (resume) outlining educational background, training, specialisation, and experiences in video production.
- Appropriate expertise in developing high-quality videos with testimonials.
- Work experience in developing high-quality videos for public health/animal health/environmental sectors in Cambodia/Asia is recommended.
- Work experience in developing high-quality videos specifically for AMR/AMU related topics in Cambodia/Asia is recommended.

## **4. WORK ARRANGEMENTS**

### **4.1 ORGANISATION OF THE WORK**

The work will be conducted from Cambodia. The consultant should be available for meetings with the OIE staff and Tripartite/government agencies in Cambodia to discuss about details of the work. The deliverables should be submitted to OIE RRAP.

### **4.1 PAYMENT SCHEDULE**

the following schedule of payments will be finalised in the Contract based on the agreed-upon workplan and set of deliverables:



**Lot n°1 development of content (script conception, redaction and layout)**

- Fifty percent (50%) of the total price will be paid after the OIE validates the content of social media infographics, Posters, and Leaflets
- Fifty percent (50%) of the total price will be paid as soon as all materials are finalized and submitted to the OIE.

Same or similar rate and payment schedule will be applied to conditional tranche.

**Lot n°2 – Designing of AMR/AMU awareness materials**

- Fifty percent (50%) of the total price will be paid after the OIE validates the design of social media infographics, Posters, and Leaflets.
- Fifty percent (50%) of the total price will be paid as soon as all materials are finalized and submitted to the OIE

**Lot n°3 – Video production on AMR/AMU awareness materials**

- Fifty percent (50%) of the total price will be paid after the OIE validates the first draft of the two videos
- Fifty percent (50%) of the total price will be paid as soon as OIE validates the final version of the two videos

Payment throughout the Contract will be made upon receipt of the corresponding undisputed invoice, which should be raised after validation of each deliverable. The OIE will proceed to the payment of undisputed invoices within 45 days of their reception by bank transfer or cheque.

**5. STRUCTURE OF THE RESPONSE**

While it is understood that the methodology, approach, and timeline will be finalised between the OIE and the chosen consultant and constitute an important deliverable of the project once started, responses to the call for expression of interest should cover the following elements to provide sufficient background to the evaluation of the offers and ensure homogenous assessment.

**Lot n°1 development of content (script conception, redaction and layout)**

- CV
- Cover letter explaining the understanding of the project
- Financial offer (annex 1 to be completed and returned as financial offer)
- Examples of awareness raising materials produced (if any)

**Lot n°2 – Designer**

- CV
- Cover letter explaining the understanding of the project
- Financial offer (annexure 2 to be completed and returned as financial offer)
- Examples of awareness raising materials produced (leaflets, brochures, posters, social media infographic, if any)

**Lot n°3 – Video producer**

- CV
- Cover letter explaining the understanding of the project

- Financial offer (annexure 3 to be completed and returned as financial offer)
- Examples of awareness raising materials produced (audio-visual videos if any)

## **6. EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT**

The OIE will proceed to an evaluation of all final proposals according to the criteria described below:

### **Regarding Lot n°1**

#### Criteria 1: Technical criteria (80%)

- o Expertise (70%)
- o Demonstrated understanding of the context (30%)

The three tenderers who will receive the best score will be invited to an oral presentation of its organisation, expertise and experience relevant to the tender. This presentation will allow us to review the analysis of the technical criteria.

The oral presentation format will be the following:

- Self-Introduction: 5'
- Methodology proposed 10'
- Questions and answers: 10'.

#### Criteria 2 : Financial criteria (20%)

- o Daily rate (30%)
- o Global cost (70%)

### **Regarding both lots No. 2 and 3**

#### Criteria 1: Technical criteria (80%)

- o Expertise (70%)
- o Demonstrated understanding of the context (30%)

The three tenderers who will receive the best score will be invited to an oral presentation of its organisation, expertise and experience relevant to the tender. This presentation will allow us to review the analysis of the technical criteria.

The oral presentation format will be the following:

- Self-Introduction: 5'
- Methodology proposed 10'
- Questions and answers: 10'.

#### Criteria 2 : Financial criteria (20%)

- o Global cost (100%)



## 7. RESPONSE PROCEDURE

The OIE places high value on a multicultural and positive work environment and seeks gender and geographical balance in its international consultants. The OIE welcomes applications of all qualified candidates, irrespective of their ethnic origin, gender, opinions or beliefs.

If you are interested in the position, please complete your application online by **June 14, 2021** at the latest by clicking on the link below.

The OIE, as a data controller, will process the personal data you provide in the application form for the purposes of its consultant selection process. The data collected will be processed internally for the aforementioned purposes and it shall be kept for 5 years. You have rights to access and rectify your personal data, as well as to request erasure and obtain data portability under certain circumstances. You may withdraw your consent to the processing of your data at any time by contacting [rr.asiapacific@oie.int](mailto:rr.asiapacific@oie.int). To exercise these rights or if you have any questions about the processing of your data, you can contact our data protection officer at [dpo@oie.int](mailto:dpo@oie.int). For more information check our Privacy Policy: <https://www.oie.int/en/privacy-policy>.

Should you have any questions, please contact [rr.asiapacific@oie.int](mailto:rr.asiapacific@oie.int)

## 8. ANNEXES

**ANNEX 1 A. (to be returned as financial offer of the lot n°1)**

**ANNEX 1 B. (to be returned as financial offer of the lot n°2)**

**ANNEX 1 C. (to be returned as financial offer of the lot n°3)**

**ANNEX 2 : Technical details of awareness materials**

[APPLY HERE](#)