

## **TERMS OF REFERENCE**

### **EVENTS MANAGEMENT, CONCEPTUALIZATION & PRODUCTION OF PARAPHERNALIAS AND VIDEOS FOR THE QC GREEN AWARDS SEARCH FOR DISASTER RESILIENCE AND CLIMATE ACTION**

#### **I. BACKGROUND / RATIONALE**

As envisioned by the City Government, the **QC Green Awards Search for Disaster Resilience and Climate Action** shall recognize exceptional and innovative contributions of barangays, public and private organizations and institutions in Quezon City in strengthening the resilience and adaptive capacities of communities to climate change and disaster risks.

Republic Act 10121, otherwise known as the "Philippine Disaster Risk Reduction and Management Act of 2010," Executive Order No. 23 S-2010 organizing the Quezon City Disaster Risk Reduction and Management Council (QCDRRMC) and SP-2290 Ordinance Creating the Quezon City Disaster Risk Reduction and Management Office (QCDRRMO) tasks the QCDRRMO to institutionalize an effective, efficient and outcome based DRRM-CA with stakeholders which provides programs aligned with Disaster Preparedness, Prevention and Mitigation, Response, and Recovery and Rehabilitation and Climate Action Pillars.

The Quezon City Government, through the QCDRRMO and the Climate Change and Environmental Sustainability Department (CCESD) as the primary in-charge of the implementation of this program, envisions the city to be a global model of excellence in Climate Action and Disaster Risk Reduction and Management for its integrated DRRM System fostering a sustainable, safe, progressive, adaptive, and resilient Quezon City.

In view of this, the Quezon City Government conceptualized a program that will recognize and reward outstanding performances of barangays, home-grown organizations, hospitals, schools and agencies that continue to render exemplary contribution in promoting and implementing significant programs for inclusive Disaster Risk Reduction and Management (DRRM) and Climate Action (CA). By staging this program, the city will be able to inspire and encourage city-wide initiatives and practices on DRRM and CA, continuously educate individuals, barangay leaders, students, communities, organizations and businesses on DRRM and CA, establish Quezon City at the forefront of DRRM and CA, and present Quezon City's best practices in the global community.

#### **II. PROJECT DESCRIPTION**

Management of the events in a competition wherein various barangays, organizations, hospitals, schools and institutions within Quezon City get a chance to showcase their DRRM and climate action programs and capabilities in different categories; winners in each category shall receive recognition and cash awards which shall be spent for DRRM and CA-related activities. This project will require an integrator to conceptualize, plan and execute the Quezon City Green Awards 2024. This is an event that will cater to barangay leaders and their Sangguniang Kabataan, hospitals, schools, organizations, institutions, private businesses, the citizens of Quezon City, press and media, and the public at large.

The program shall have the following components:

1. **Stakeholders Orientation and Training:** Interested participants will undergo an online training and orientation for both Resilient and Green categories, to have an overview of what the search is all about, its mechanics and to orient them on how to submit their entries.
2. **Technical Working Group (TWG) Meetings:** Meetings will be organized to prepare the members of the TWG of the QC Green Awards about their roles and the various activities to be conducted during the search.
3. **Press Conference:** To officially disseminate relevant information and announce to the public the upcoming QC Green Awards Search for Disaster Resilience and Climate Action.
4. **Desk Evaluation:** All entries will be reviewed, evaluated, and graded by selected members of the TWG to come up with a shortlist of entries that will move to the next round of the search.
5. **Field Validation:** Field visits will be conducted for the top ten (10) entries per category, to allow actual validation of submitted documents reviewed during the desk evaluation and determine whether the systems, programs, plans and initiatives exists and are functional.
6. **Final Deliberation:** All finalists shall present in front of the external judges who shall deliberate the final placing of winners.
7. **Awarding Ceremony:** The winners in each category shall receive plaque of recognition and cash award. To proceed with the claiming of their cash awards, each winner will be asked to sign pertinent documents, including a Memorandum of Agreement (MOA) with the City Mayor.
8. **Post Evaluation Workshop:** A workshop will be conducted to determine areas of improvement in the conduct of the search.
9. **Microsite Maintenance:** Includes the development and maintenance of a content site for the purpose of promoting the QC Green Awards and to serve as guide/reference for all interested participants.
10. **Events Management:** This process allows a moderator/manager to assist from the very beginning of planning all the way to post-event strategizing. Assistance will be provided in designing collaterals, script drafting, making planning decisions, such as the time, location, and theme of the QC Green Awards, among others.

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The program is required to adhere to the following timeline.

1.	Stakeholders Orientation and Training	JUNE 2024
2.	Technical Working Group (TWG) Meetings	JUNE - DECEMBER 2024
3.	Press Conference	JULY 2024
4.	Desk Evaluation	AUGUST 2024
5.	Field Validation	SEPTEMBER-OCTOBER 2024
6.	Final Deliberation	OCTOBER 2024
7.	Awarding Ceremony Pre-requirements upon disbursement of cash prizes: <ul style="list-style-type: none"><li>• MOA Signing</li><li>• City Council Resolution</li><li>• Approved Project Proposal</li></ul>	NOVEMBER 2024
8.	Post Evaluation Workshop	DECEMBER 2024
9.	Microsite Maintenance	JUNE - DECEMBER 2024
10.	Events Management	JUNE - DECEMBER 2024

**III. SCOPE OF WORK**

**A. PROJECT PROPOSAL**

The Project Proposal of the Integrator should contain an Event Plan composed of Pre-event preparation activities, Event Proper Activities adhering to the guidelines stated above.

- a. Venue plan, layout, capacity, and designs;
- b. Creative designs and physical prototypes of all proposed collaterals to be used in the program;
- c. Table of Organization for the project;
- d. Itemized cost estimate for the planning and execution of the project (to include event venue, giveaways, technical requirements, materials, logistics, manpower, service fees, field expenses, applicable taxes, etc.)

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## B. DELIVERABLES

1. Conceptualize, plan and execute various activities of the Quezon City Green Awards 2024 in close coordination with the Quezon City Disaster Risk Reduction and Management Office (QCDRRMO) and the Climate Change and Environmental Sustainability Department (CCESD).
2. Form a Project Management Team with professional, competent staff to manage, coordinate, oversee the preparatory, actual, and post-event operations, merchandising collaterals, physical structures, technical equipment, logistical requirements and other elements related to the QC Green Awards.
3. The Project Management Team shall coordinate with different departments of the Quezon City Government for support.
4. Provide the following for the project:
  - Original concept
  - Booking and reservation of the event venue
  - Mechanics, scheme, and schedule of activities
  - Designs of merchandising collaterals
  - Copywriting of content on merchandising collaterals
  - Audio Visual Presentation Production
  - Production of merchandising collaterals
  - Physical structures – such as but not limited to exhibit booths, panels, signage, welcome arc, stage and backdrop for event programs
  - Technical equipment – such as but not limited to lights, sounds and video and screen equipment for events and activities
  - Logistics, manpower and management of ingress and set-up, egress and dismantling of merchandising collaterals, physical structures, technical equipment and electrical fixtures
  - Sourcing and purchasing of event giveaways
  - Sourcing of artist for the design of the plaque and production of the same
  - Production team, creative and technical manpower for the events
5. To manage, coordinate, and oversee the planning, execution, and follow-up of the event, as well as the merchandising collaterals, physical structures, technical equipment, logistical requirements, and other aspects related to the activities, form a project management team with qualified personnel.
6. Plan and implement awareness campaigns for the purpose of communicating and promoting the program to the target audience and the general public.
7. The project delivery period shall be upon issuance of notice to proceed until December 31, 2024.
8. All photos, videos, data, files, documentation must be turned over to the QCG after the end of each and every program stated below.



#### **IV. APPROVED BUDGET OF THE CONTRACT AND COST DERIVATION**

The Approved Budget for the Contract amounts to **Php 9,112,054.00**. It shall cover the following expenditures:

##### **1. Stakeholder Orientation and Training for Stakeholders**

- Script drafting and content planning
- Promotional materials dissemination (such as but not limited to Social Media Platform Boosting throughout the entire program)
- Social Media Platform Boosting - Community Engagement
  1. In 2024, we utilize social media platforms to raise awareness and engage QCitizens in advancing our cause. Leading up to the launch of our event, we will use diverse social media strategies to generate excitement and participation about the upcoming 2024 QC Green Awards. All posts/contents are subjects for QCG approval.
    - a. A Look Back on QC Green Awards 2023
    - b. FB Page Display Photo and Cover Photo Change
    - c. QC Green Awards Trivia Game Week on Social Media
    - d. Facebook DP Blast
    - e. Luntiang Bukas Reels and Tiktok Competition
  2. To send communication letter to Schools Division Office (SDO), Barangay Community Relations Department (BCRD), City Health Department and other concerned offices/departments for dissemination of information to share the upcoming 2024 QC Green Awards.
- Participant's Engagement and Encouragement

Building upon previous event, the following suggestions are proposed to enhance engagement efforts. Presentations within the offices or to teams of target organizations and sectors.

  - Face-to-face Meetings and Courtesy Calls to target stakeholders
  - Penetrate System-wide Organization Meetings for Ayala Group, Megaworld Group, Gokongwei Group, Health Sector Associations, Education Sector Associations, PCCI-QC, Mall Associations, among others.
- Development/Printing of Digital Art cards and banners (Street/Post Banners to be installed across QC)
- Meals for secretariat (All meals should be compliant to the Healthy Public Food Procurement Policy, no bottled water, provision of 5-gallon water dispenser)
- Organization of Green Awards applicants mentoring

##### **2. TWG Meetings (9 Cumulative Face to Face Meetings)**

- Packed Meals for face to face TWG Meetings (All meals should be compliant to the Healthy Public Food Procurement Policy, no bottled water, provision of 5-gallon water dispenser)
- Assistance during online meetings, review and finalization of scorecards, provision of visual aids (for both online and face to face meetings)
- Venue: Quezon City Hall Compound

**3. Press Conference (½ day)**

- Packed Meals for AM/PM Snacks and Lunch (minimum of 100 pax) (All meals should be compliant to the Healthy Public Food Procurement Policy, no bottled water, provision of 5-gallon water dispenser)
- Speech drafting, program management and facilitation
- Environment-friendly Giveaways – Media kit (minimum of 100 pcs)
- Venue: Quezon City Hall Compound

**4. Desk Evaluation (3 Cumulative Days)**

- Packed Meals for AM/PM Snacks and Lunch (minimum of 40 pax) (All meals should be compliant to the Healthy Public Food Procurement Policy, no bottled water, provision of 5-gallon water dispenser)
- Venue: Quezon City Hall Compound

**5. Field Validation (15 Days)**

- Packed Meals for AM/PM Snacks and Lunch (minimum of 50 pax per day) (All meals should be compliant to the Healthy Public Food Procurement Policy, no bottled water, provision of 5-gallon water dispenser)
- Office Supplies
  - i. Expanding folders
  - ii. Envelopes
  - iii. Pencils and ball pens
  - iv. Bond Papers
- Polo Shirts for the TWG (to be acquired before the start of field validation)

**6. Final Deliberation (4 Days)**

- Packed Meals for AM/PM Snacks and Lunch (minimum of 100 pax per day) (All meals should be compliant to the Healthy Public Food Procurement Policy, no bottled water, provision of 5-gallon water dispenser)
- Recommendation and coordination for judge selection
- Consolidation and/or reproduction of entries and criteria for final deliberation.
- Office Supplies
  - i. Expanding folders
  - ii. Envelopes
  - iii. Pencils and ball pens
  - iv. Bond Papers
- Venue: Quezon City Hall Compound

**7. Awarding Ceremony (1 Day)**

- Meals (Dinner) for a minimum of 1000 pax (All meals should be compliant to the Healthy Public Food Procurement Policy, no bottled water, provision of 5-gallon water dispenser)
- Venue inclusive of Electricity Fee for LED wall/Lights, Sound Set up, Venue Dress-Up
- Mockup cheques for all the winners (Enlarged size for photo ops and documentation)
- Design and Production of Trophy (Prior to the awarding ceremony, supplier shall conduct a contest in QC for Trophy Design so that the design is original and locally sourced)

- Environment-friendly Tokens
- Event Organization (inclusive of event planning, styling and lights and sounds, technical set-up, photo and video with same day edit, entertainment, among others)
- Standee profile for all green and resilient categories (should be reusable)
- Invitation design and reproduction
- Continuity script
- Pre requirements upon disbursement of the cash prizes:
  - ✓ Memorandum of Agreement to be signed by winners upon awarding
  - ✓ City Council Resolution
  - ✓ Approved Project Proposal
- Venue: Proponent to recommend

#### **8. Post Evaluation Workshop (2 Days)**

- Office Supplies
- Tarpaulin
- Meals (AM Snacks, Lunch and PM Snacks) (All meals should be compliant to the Healthy Public Food Procurement Policy, no bottled water, provision of 5-gallon water dispenser)
- Venue: Quezon City Hall Compound

#### **9. Microsite Maintenance**

- Web Server Period/ Administration & Maintenance for at least 1 year
- Updating of Web Pages: Design Revisions
- Updating / Revision of Write-Ups Platform Customization & Web Development
- Google Drive for all the submission of interested participants
- Management of dedicated email and other social media accounts; contents are subject for approval.
- Mayor's Message for 2024 Green Awards
- Hosting of Online Orientations
- Winners' Page - 2023 Winners
- C40 Cities & QC
- New Articles and Videos on Sustainability & Resiliency
- New Score Cards
- Upload all Videos related to QC Green Awards
- Partnerships
- Search engine optimization for microsite

#### **10. Events Management**

- Venue 3D Layout, Backdrop/Set Design (should be reusable), Photowall Design, Merchandising Design On Screen Graphic, Overlays/Graphic Cards, Countdown Video Animation, Event Continuity Script
- Production Coordinator - Pre Event Production Coordinator, Transportation and Communication Ocular Field Expenses, Event Day Meals and Crew Needs - Technical Crew, Suppliers, Production Team Meals Briefing and Rehearsal Meals, Backdrop.
- Event Sequence Director, Technical Director, Stage Manager, Soundtrack Spinner, Video Playback Operator, Production Manager, Talent Coordinator, Event Helpers.

Schools	
Public/Private Higher Educational Institutions	5 Winners based on LCCAP Pillars
Public/Private Elementary	
Public/Private Secondary	
Prevention and Mitigation & Recovery & Rehab Thematic Area Best Project Proposal	
Preparedness & Response Thematic Area Best Project Proposal	

SUMMARY	AMOUNT
1. Stakeholders Orientations and Training to Stakeholders	Php 431,840.00
2. TWG Meetings	Php 143,000.00
3. Press Conference	Php 352,000.00
4. Desk Evaluation	Php 122,400.00
5. Field Validation	Php 1,584,354.80
6. Final Deliberation	Php 125,812.40
7. Awarding Ceremony	Php 4,353,620.00
8. Post Evaluation Workshop	Php 161,977.45
9. Microsite Maintenance	Php 300,000.00
10. Events Management	Php 1,537,049.30
<b>TOTAL</b>	<b>Php 9,112,054.00</b>

## V. TERMS OF PAYMENT

The indicative payment scheme is as follows:

- 15% of total Contract Price upon Approval of Concept, first batch of Creative Materials and Start of Pre-Event Coordination, Activation of Microsite
- 35% of total Contract Price after the Press Conference or Execution of First Event
- 35% of total Contract Price upon Pre-awarding requirements like collateral designs, script.
- 10% of total Contract Price, representing Full Payment, after the Green Awards Ceremony Event
- 5% of total Contract Price after the post evaluation workshop

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## **VI. PENALTIES FOR BREACH OF CONTRACT**

Failure to deliver the services shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 AN ACT PROVIDING FOR THE MODERNIZATION, STANDARDIZATION AND REGULATION OF THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT AND FOR OTHER PURPOSES and its revised Implementing Rules and Regulations.

## **VII. CANCELLATION OR TERMINATION OF CONTRACT**

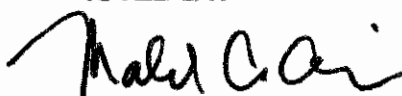
Should there be any dispute, controversy or difference between the parties arising out of this TOR, the parties herein shall exert efforts to amicably settle such dispute or difference. However, if any dispute, controversy or difference cannot be resolved by them amicably to the mutual satisfaction of the parties, then the matter may be submitted for arbitration in accordance with existing laws, without prejudice for the aggrieved party to seek redress before a court of competent jurisdiction.

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminated the Contract due to default insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53(d) of RA 9184 and its IRR.

### **PREPARED AND RECOMMENDED BY:**

  
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### **NOTED BY:**

  
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### **APPROVED BY:**

  
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