

# Department of Environment and Illural Resources MIMAROPA Region APO REEF NATURAL PARK Protected Area Management Office



### JOB REQUEST No. <u>2024- 033</u>

March 6, 2024

The OIC - PENR Officer
DENR - PENRO, Mamburao, Occidental Mindoro

Sir:

Approval for undertaking job activities indicated below is hereby requested:

Job Description	Purpose	Approved Budget for Contract (ABC)	
To provide Multimedia Services for the development of website of Apo Reef Natural Park	To create an online platform for massive information drive regarding basic information and conservation efforts in Apo Reef Natural Park	P300,000.00	

I certify that the correct labor service in undertaking the above job/activities is necessary and will be used solely for the purpose stated above.

Requesting Officer:

KRYSTAL DAYNE T. VILLANADA

Protected Area Superintendent

Approved:

ERNESTO E. TAÑADA OIC PENR Officer



## Department of Environment and tural Resources

MIMAROPA Region
APO REEF NATURAL PARK
Protected Area Management Office



#### **TERMS OF REFERENCE**

#### I. Services Needed

Multimedia Services

#### II. Title of Activity

Website Development

#### III. Rationale

A website is essentially a platform for a group to express and utilize in whichever way chosen. With this in mind, most group use it as a way to further establish branding. Pictures, videos, stories – anything, can be added. It is a great way to further enhance brand and communicate to audience what it is that you do and what it is that you stand for. With branding, comes showcasing authority. Audience needs to know authority figure in that they can trust. Providing customer testimonials, reviews, and case studies is a great way to communicate this authority to audience. Websites can be used as a way to show audiences that the group can be trusted and that they should do business with. Awards and recognition add to authority. Having a proven track record tells website visitors that you know what you're doing and have the results to back it up. This is one of the major purposes of a website. Informational websites are to provide information to the end user. Websites allow to build a relationship with the reader. They allow to tell stories and bring audience into your world. If you seek a deeper connection with the people you're trying to reach, creating a website is highly advisable.

#### IV. Qualification/ Accreditation

The service provider must be/have:

- a. PhilGEPs Certificate/Number
- b. TIN ID/Card and Certificate of Registration
- c. BIR Tax Clearance
- d. Securities and Exchange Commission (SEC) or Department of Trade and Industry (DTI) Registration
- e. Mayor's Permit and Business Permit/License
- f. Land Bank of the Philippines (LBP) Account Name and Number
- g. Audited Financial Statement/Annual ITR
- h. Omnibus Sworn Statement notarized

They must also be able to provide sample layout/ format of main page based on the required content.





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### V. Scope of work and deliverables

SCOPE OF WORK	DELIVERABLES	
Design and Concept	Creative Concept Design	- comply
	<ul> <li>Proposed Sitemap, Wireframes, and Functional</li> </ul>	- comply
	Specifications. Recommended pages/functions to be added:	
·	1. Basic Information	- comply
	2. Management	- comply
	3. Conservation	- comply
	4. Law Enforcement	- comply
:	5. Ecotourism	- comply
	<ol><li>Community Education and Public Awareness</li></ol>	
]	7. Research	- comply
	8. Downloads	- comply
Website Development	<ul> <li>Domain, SSL, Server, and Database Setup and</li> </ul>	- comply
	Configuration	1.
	Analytics Tagging	- comply
	User Acceptance Testing	- comply
	<ul> <li>Deployment and File Migration to Live Testing</li> </ul>	- comply
	Live Testing	_ comply

Proposed Pages/ Functions (All information to be included in the website shall be given by ARNP PAMO)

MAIN TAB	SECONDARY TABS	Content	comply
Basic Information	Physical Characteristics	Location, Area, Main Islands,	comply
	Maps	Dive Site, Area Map, Location	- comply
		Map Etc.	_]∙
	Legislation	All applicable legislations	- comply
Management	Protected Area Management Office	Organizational Structure	- comply
	Co-Management LGU Sablayan	Co-Management Agreement	- comply
	Task Force MARLEN	Executive Order, Structure	- comply
Conservation	Mangrove and Beach Forest	Summary of data, photographs	- comply
	Fish and Benthos	Summary of data, photographs	- comply
	Sea Turtle	Summary of data, photographs	- comply
	Birds	Summary of data, photographs	- comply
-	Relevant Laws and ordinances	List of relevant laws, ordinances	- comply
		and prohibitions	_J· .
Ecotourism	Booking	How to book?	- comply
***************************************	Visitor Statistics	Annual Visitor Data (2015-2023)	- comply
	Guidelines for tourists	AVP	- comply
		Code of Conduct	- comply
		Greenfins	- comply
Community		CEPA Activities	- comply
Education and	· ·	Newsletter	- comply
Public Awareness			-∤· .
Partnership	Current Partnerships	List of partners (brief background	- comply
		and contribution)	· .
	How to get involved?		comply
Downloads		All downloadable forms and	- comply
		research materials	
Contact us!			







# Department of Environment and Natural Resources MIMAROPA Region APO REEF NATURAL PARK Protected Area Management Office



#### VI. Budgetary Requirement

P300,000.00

#### VII. Time Frame and Schedule of Payment

All activities involved shall undertake within one hundred eighty (180) calendar days including presentations of project to the DENR. - comply

#### **Schedule of Payment:**

The multimedia services in the development of website have a total allocated budget amounting to Three hundred thousand pesos (Php 300,000.00) only. The payment for the service provider shall be on the basis of progress billing as stated below:

Paymen t	Percent (%)	Schedule	
First Billing	Fifty Percent (50%) of the Contract Amount Php 150,000.00	To be released upon approval of design and concept	- comply
Final Billing	Fifty Percent (50%) of the Contract Amount Php 150,000.00	To be released after live testing, and approved website	- comply

Prepared by:

KRY\$TAL DAYNE T. VILLANADA

Protected Area Superintendent

Recommending Approval:

FOR. ANASTACIO A. SANTOS, MPA

CENID Office

Approved:

ERNESTO E. TAÑADA OIC, BENR Officer

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