

TERMS OF REFERENCE
Communication Specialist
Regional
RG-T3409

Regional Blue Carbon Monitoring, Reporting, and Verification Mechanism

1. BACKGROUND

- 1.1. The St. Augustine Center for Innovation and Entrepreneurship (STACIE), University of the West Indies, and the Inter-American Development Bank (IDB) have entered into a technical assistance program for the implementation of a monitoring verification and reporting (MRV) system for mangrove ecosystems in the region. The MRV program will provide a science-based data platform on the sequestration and release of blue carbon in mangrove systems for participant countries of the United Kingdom's Blue Carbon Fund administered by the IDB. The Fund was established to help reduce the negative impacts of climate change on blue carbon ecosystems. The regional MRV is to be used to help monitor the progress of the projects that are to be implemented under the Fund.
- 1.2. The MRV operation is being executed by STACIE, research innovation and entrepreneurship ecosystem of the University of the West Indies, St. Augustine, Trinidad and Tobago. With this MRV system, the blue carbon projects of the Fund will be able to: (i) Improve the valuation of ecosystem services provided by mangrove ecosystems; (ii) Potentially include blue carbon data in the Nationally Determined Contributions (NDC), Reduced Emissions from Deforestation and Forest Degradation (REDD+) schemes, Sustainable Development Goals (SDG) programs, UNFCCC National Communications, and carbon markets programs; (iii) Utilize an MRV system for results-based payments under a reforestation program
- 1.3. **Justification for the Study.** The Regional MRV program will develop and implement a standardized MRV for the blue carbon captured in mangrove ecosystems for those LAC countries that are beneficiaries of the Fund, which will help the Bank report on its progress. Data collected from all projects in the blue carbon program will be used for reporting on the Fund. Estimates from these projects can be compared to estimates prepared using the system developed in this project to review accuracy. This will be useful to countries as Article 5 1. of the Paris Agreement states, "Parties should take action to conserve and enhance, as appropriate, sinks and reservoirs of greenhouse gases as referred to in Article 4, paragraph 1 (d), of the Convention, including forests. The development of the regional MRV will indirectly contribute to building climate change resilience in the region by helping to increase the capacity to monitor the release and sequestration of blue carbon at project sites. The United Kingdom's Blue Carbon Fund administered by the IDB is currently supporting projects in Jamaica, Suriname, Panama and Columbia.

2. OBJECTIVES

- 2.1. The objective of this consultancy is to communicate key and strategic messages of the project to all stakeholders and beneficiaries to ensure maximum impact
- 2.2. The specific objectives of this consultancy are:
 - To manage the relationships between STACIE, the IDB, project teams, beneficiaries and stakeholders.
 - To formulate and implement the communications and outreach strategy.
 - To elaborate and provide inputs on documents for public dissemination.
 - To manage the design and maintenance of media platforms for promotion of the project to boost visibility.
 - To manage digital media monitoring, archiving and dissemination.

3. SCOPE OF SERVICES/TASKS

3.1. The consultant must understand the vision of the project and should be able to provide strong and informed guidance on all project activities or work packages/outputs that are valuable and ought to be communicated. The communication tool and/or message should as far as possible constitute knowledge dissemination and public awareness impact. The **main activities** of this consultancy include:

- Preparing and providing inputs for all Terms of Reference documents related to communication, knowledge dissemination and public awareness activities.
- Assisting with supervising the implementation of all communication activities with STACIE, and the IDB including but not limited to the Communications Strategy; workshops and conferences, the Community of Practice; and the regional data and knowledge-sharing platform and other strategic activities.
- Reviewing deliverables/products related to communication, knowledge awareness and public awareness activities.
- Coordinating, editing and disseminating communications materials.
- Assisting with the coordination of media activities on a national and regional level.
- Providing communications support and guidance for Project Implementation Unit staff.
- Tracking the effectiveness of deliverables in the communication plan.
- Maintaining a system for sustainable handover and continuation of the knowledge sharing after the consultancy has ended.

3.2. The consultant is expected to produce the following deliverables:

- (i) Deliverable 1: Work plan with a timeline for deliverables (week 1).
- (ii) Deliverable 2: Technical inputs for the 1. Request for Proposals for the consultancy to design and implement the Communications Strategy; 2. Request for Proposals for the consultancy to develop the Virtual regional data and knowledge sharing platform; 3. Communication Plan with success indicators for social media (Week 3). The inception report should comprise an introduction, summary of progress, how the activities helped to achieve the component objectives, challenges, recommendations, tracking on any funds spent and progress for each component.
- (iii) Deliverable 3: Report on activities/progress for months 3-7. This report should include but not be limited to activities related to deliverables under the various consultancies, public relations, data analytics and use of digital communication tools under the aforementioned subheadings. Include a monitoring report (for metrics designed to month 7). Indicators include but are not limited to website analytics, media mentions, social media engagement, or email open rates in Latin America and the Caribbean. This can be captured in maps and appropriate charts.
- (iv) Deliverable 4: Report on activities/progress for months 8-11. This report should include but not be limited to activities related to deliverables under the various consultancies, data analytics and use of digital communication tools under the aforementioned subheadings. Strategies for communication and communication indicators will be reviewed and revised by the consultant at this checkpoint to maximize effectiveness.
- (v) Deliverable 5: Report on activities/progress for months 12-15. This report should include but not be limited to activities related to deliverables under the various consultancies, data analytics and use of digital communication tools under the aforementioned subheadings. Workshop and conference communication key performance indicators will be reviewed by the consultant to determine the impact of these investments. These include but are not limited to persons trained who are implementing the activities and training other persons, investments attracted for blue carbon MRV, number and location of knowledge campaigns about the MRV methodology and number of stakeholders involved.

- (vi) Deliverable 6: A final report on the consultancy report for month 18 including activities the effectiveness of these activities. The report should be more detailed and in addition to the aforementioned subheadings should include directions for handover and a roadmap for continuation of the communication plan.

4. CONSULTANT'S REPORTING OBLIGATION

| Deliverables/ Reports | | Content of Reports | Timeline | Payment Schedule |
|-----------------------|---|--|--|------------------|
| 1 | Work Plan | <ul style="list-style-type: none"> • Work plan with information on the scope of services/tasks with deadlines • Communication plan • Stakeholder engagement plan in consultation with STACIE and the IDB | Two (2) weeks after contract signature | 10% |
| 2 | Inception Report and Technical inputs to RFPs | <p>Includes but not limited to:</p> <ul style="list-style-type: none"> • Introduction • Methodology • Reports • Work schedule • Any major problems that may affect the direction and progress of the services and recommended solutions | Eight (8) weeks after contract signature | 25% |
| 3 | Progress Report #1 | <p>Includes but not limited to:</p> <ul style="list-style-type: none"> • completion of specific deliverables from the communication plan • overall progress of the services/tasks performed with duration and outputs • important meetings attended with brief statements of their conclusions • reasons for any delay and comments on their impact and recommendations for resolutions • anticipated problems and recommended solutions • work program for the upcoming period. | 28 weeks after contract signature | 15% |
| 4 | Progress Report #2 | <p>Includes but not limited to:</p> <ul style="list-style-type: none"> • completion of specific deliverables from the communication plan • overall progress of the services/tasks performed with duration and outputs • important meetings attended with brief statements of their conclusions • reasons for any delay and comments on their impact and recommendations for resolutions • anticipated problems and recommended solutions • work program for the upcoming period • review of return on investment for workshops, conferences, paid media content | 44 weeks after contract signature | 15% |
| 5 | Progress #3 | <p>Includes but not limited to:</p> <ul style="list-style-type: none"> • completion of specific deliverables from the communication plan | 60 weeks after contract signature | 15% |

| | | | | |
|---|--------------------|--|---|-----|
| | | <ul style="list-style-type: none"> • overall progress of the services/tasks performed with duration and outputs • important meetings attended with brief statements of their conclusions • reasons for any delay and comments on their impact and recommendations for resolutions • anticipated problems and recommended solutions • work program for the upcoming period • review of stakeholder and beneficiary engagement | | |
| 6 | Draft Final Report | Includes but not limited to: <ul style="list-style-type: none"> • executive summary • targeted commitments achieved • challenges • explanation for any variations to the work plan • lessons learnt • sustainability plan • recommendations and conclusions | 2 weeks before contract signature | 10% |
| 7 | Final Report | Incorporates comments and recommendations of the coordinator and/or technical steering committee | 2 days after acceptance of draft final report | 10% |

- 4.1. Reports should be submitted in accordance with the Deliverables Schedule as a Microsoft Word document in format size 12 Times New Roman, single spaced, and with the following subheadings: (i) Introduction, (ii) Objectives, (iii) Progress on Activities and Budget, (iv) Methodology, (v) Results (vi) Discussion of Findings, (vii) Recommendations and Lessons Learnt (viii) Conclusion (ix) Appendices;
- 4.2. Two (2) copies, of a ZIP file of the electronic submission (or on CD ROM) shall be submitted to the STACIE for review. Final reports shall be delivered in CD ROM in addition to two (2) of hard copies;
- 4.3. Submission will be done on the last working day of the month in which the deliverable is due as per the workplan;
- 4.4. Submissions must be delivered in a written form to the address below by e-mail:
- St. Augustine Centre for Innovation and Entrepreneurship (STACIE)
- Attn:
 Dr. Graham King
 St. Augustine Centre for Innovation and Entrepreneurship
 St. Augustine Campus
 The University of the West Indies
 St. Augustine
 Trinidad, W.I.
 Tel: +1 (868) 662-2002 ext. 82483
 Fax: +1 (868) 663-9684
 E-mail: graham.king@sta.uwi.edu
- With copy to: STA-MRVProject@sta.uwi.edu; damian.ali@sta.uwi.edu; farrah.mathura@sta.uwi.edu
- 4.5. Payments for satisfactory performance of deliverables/outputs in the reports to the Employer's satisfaction, shall be payable upon submission of the corresponding invoice.

5. QUALIFICATIONS AND EXPERIENCE

5.1. Minimum Academic Qualification:

- The consultant should have a Bachelor Degree in Communications, Marketing, Public Relations, communications, or related field areas.
- Fluency in oral and written Spanish.

5.2. Experience:

- At least 5 years of experience managing communication for projects of a similar nature, preferably but not limited to the public sector.
- At least 5 years of experience working in the field of environmental studies and/or climate change.
- At least 3 years of experience using digital communication tools and platforms with regional reach.
- Specific experience
 - Experience in marketing campaigns for internationally-funded projects in Latin America and the Caribbean.
 - Experience in branding, digital marketing, graphic design documentation and media releases for environmentally based projects.
 - Demonstration of a good understanding of the Blue Economy in Latin America and the Caribbean.
 - General knowledge of ocean resources management, economic innovation and recovery.

5.3. Specific Skills: The consultant should demonstrate the following skills:

- Strong interpersonal, verbal, and written communication skills.
- Proven ability to advise and train users in complex systems/applications and related matters and effectively prepare specifications and other written reports/documentation in a clear and concise style.
- Ability to design a communication plan with indicators to monitor/track the efficacy of the communication plan/tools.
- Proven track record of previous work with stakeholders such as governments and/or multilaterals.

Only individuals who meet the minimum qualifying requirements shall be considered.

6. COMPULSORY COMPLIANCE

- Eligibility: as per *Policies for the Selection and Contracting of Consultants Financed by IDB* 1.13 of GN-2350-15) as per information on Eligible Countries at Annex 3.
- No Conflict of Interest: as per 1.11 of GN-2350-15.
- Not Sanctioned by the Bank: IDB's Group List of sanctioned firms and individuals – <https://www.iadb.org/en/topics/transparency/integrity-at-the-idb-group/sanctioned-firms-and-individuals%2C1293.html>

7. CHARACTERISTICS OF THE CONSULTANCY

- Type of Consultant: Individual
- Expected Start Date: September 1st 2024
- Contract duration: 18 months
- Place (s) of Work: Home-Based with paid travel for workshops and conferences. Work at the St. Augustine Centre for Innovation and Entrepreneurship (STACIE) office will be required at times.

- Working Language: English

8. EMPLOYER'S INPUT AND COUNTERPART PERSONNEL

- 8.1. Services, facilities and property to be made available - access to information including data from previous activities, conference room for meetings with stakeholders, logistical support for workshops, meetings, seminars and access to websites and social media platforms.
- 8.2. The consultant can seek guidance from the project manager. A secretary will not be assigned.

ANNEXES

Selection Criteria/sub criteria
Curriculum Vitae format
List of Bank's Eligible Countries

Annex 1: Selection Criteria

| | SELECTION CRITERIA | MAXIMUM POINTS |
|----------|---|-----------------------|
| 1 | Academic Qualification (Highest level attained) | 10 |
| | a. Bachelor Degree in Communications, Marketing, Public Relations, communications, or related field areas or other related discipline | 7 |
| | b. Fluency in oral and written Spanish | 3 |
| 2 | General Experience (Each criterion) | 30 |
| | a. At least five (5) years of experience in managing communication for projects of a similar nature, preferably but not limited to the public sector | 10 |
| | b. At least five (5) years of experience working in the field of environmental studies and/or climate change | 10 |
| | c. At least three (3) years of experience using digital communication tools and platforms with regional reach | 10 |
| 3 | Specific Experience (Each criterion) | 30 |
| | a. Experience in marketing campaigns for internationally-funded projects in Latin America and the Caribbean | 10 |
| | a. 2 similar assignments or more | 10 |
| | b. Less than 2 similar assignments | 5 |
| | c. No similar assignments | 0 |
| | b. Experience in branding, documentation and media releases for environmentally based projects | 10 |
| | a. 5 years or more | 10 |
| | b. More than 3 years and less than 5 years | 8 |
| | c. Less than 3 years | 5 |
| | c. Demonstration of a good understanding of the Blue Economy in Latin America and the Caribbean | 5 |
| | d. General knowledge of ocean resources management, economic innovation and recovery | 5 |
| 4 | Adequacy for the Assignment (Each criterion) | 30 |
| | a. Strong interpersonal, verbal and written communication skills | 5 |
| | b. Proven ability to advise and train users in complex systems/applications and related matters and effectively prepare specifications and other written reports/documentation in a clear and concise style | 5 |
| | c. Ability to design a communication plan with indicators to monitor/track the efficacy of the communication plan/tools | 10 |
| | c. Proven track record of previous work with stakeholders such as governments and/or multilaterals | 10 |
| | Total Points Attainable | 100 |

Annex 2: Curriculum Vitae format

| | |
|--------------------------------|---------------------------|
| Name of Consulting Service: | |
| Name of Individual Consultant: | <i>[Insert full name]</i> |
| Date of Birth: | <i>[day/month/year]</i> |
| ¹ Nationality | |

Education: *[List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained]*

Experience Relevant to the Assignment: *[Experience related to the services and tasks to be performed; professional skills according to the assignment requirements, and knowledge of administrative systems and government organization within the country of the Employer, Region or similar. List previous positions relevant to the Assignment in reverse order, provide dates, name of contracting organization, titles of positions held, types of activities performed that best illustrate capability to handle the services/tasks and location of the assignment. Provide contact information of previous Employers who can be contacted for references. past position that is not relevant to the assignment does not need to be included.]*

| Period | Contracting Organization/type of services provided/ Title/Position; Contact Information for References | Country | Summary of Key Activities Performed relevant to the Assignment |
|---------------------------------|---|----------------|---|
| <i>[e.g., May 2015-present]</i> | <i>[e.g., Ministry of, advisor/consultant to... For references: Tel...../e-mail.....; Mr. Bbbbbb, Deputy Minister]</i> | | |
| | | | |
| | | | |

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work):

Consultant contact information: *[e-mail....., Telephone No.....]*

¹ See Annex 3 of the Terms of Reference Outline for list of member countries of the Bank

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, experience, skills and knowledge and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Employer, and/or sanctions by the Bank.

Name of Consultant

Signature

Date *[day/month/year]*

(i) This CV correctly describes my qualifications, experience, skills and knowledge

(ii) I am employed by the Executing or the Implementing Agency

(iii) I was part of the team who wrote the Terms of Reference for this consulting services assignment

(iv) I am currently debarred by a multilateral development bank (If yes, identify who)

| Yes | No |
|-----|----|
| | |
| | |
| | |
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I confirm that I will be available to carry out the assignment for which my CV is submitted in accordance with the scope of services and Consultant's reporting obligations set out in the Terms of Reference.

Annex 3: Eligible Countries

This section lists the Bank's member countries, as well as the criteria to determine the nationality of consultants.

Eligible countries are: Argentina, Austria, Bahamas, Barbados, Belgium, Belize, Bolivia, Brazil, Canada, Colombia, Costa Rica, Chile, Croatia, Denmark, Dominican Republic, Ecuador, El Salvador, Finland, France, Germany, Guatemala, Guyana, Haiti, Honduras, Israel, Italy, Jamaica, Japan, Mexico, Netherlands, Nicaragua, Norway, Panama, Paraguay, People's Republic of China, Peru, Portugal, Republic of Korea, Slovenia, Spain, Suriname, Sweden, Switzerland, Trinidad & Tobago, United Kingdom, and United States, Uruguay and Venezuela.

Eligible Territories are:

- a) Guadeloupe, French Guiana, Martinique, Reunion – as Departments of France
- b) U.S. Virgin Islands, Puerto Rico, Guam – as Territories of the USA
- c) Aruba – as a constituent country of the Kingdom of the Netherlands; and Bonaire, Curacao, Saint Marten, Saba, St Eustatius – as Departments of the Kingdom of the Netherlands
- d) Hong Kong – as a Special Administrative Region of the People's Republic of China".

Nationality and origin of Goods and Services Criteria

The policy provisions make it necessary to establish criteria to determine a) the nationality of the firms and individuals eligible to bid or participate in a bank-financed contract and b) the country of origin of goods and services. For these determinations, the following criteria shall be used:

Nationality:

An individual is considered to be a national of a member country of the Bank if he or she meets either of the following requirements:

- i. is a citizen of a member country; or
- ii has established his/her domicile in a member country as a "bona fide" resident and is legally entitled to work in the country of domicile.