

Call for CVs- Visibility & Public Relations Consultant (Part-time)

Institution: The University of the West Indies, Mona

Country: Jamaica

Project: Investment Plan for the Caribbean Regional Track of the Pilot Program for Climate Resilience

Sector: Environment and Natural Disasters- Climate Change Adaptation Policy

Abstract: Visibility and Public Relations Consultant

Grant No.: ATN/SX-14969-RG

Bid No.: IC07/C6.00-5

Deadline: 30th August 2019

The Inter-American Development Bank (IDB) has provided grant funding in the amount of US\$10.39 million to the Caribbean region to implement the Investment Plan for the Caribbean Regional Track of the Pilot Program for Climate Resilience (PPCR) over a five-year period. The program is being executed by the University of the West Indies (UWI), through its Mona Office for Research and Innovation (MORI), and is also co-implemented by regional organizations working on climate change in the region.

The UWI now invites eligible Candidates to apply for the following consulting service: ***Visibility and Public Relations Consultant (Part-time)*** by submitting their Curriculum Vitae (CV) in the format indicated to the address below. CVs must indicate the minimum qualifications required as per the Terms of Reference attached.

The Visibility and Public Relations Consultant will: (a) energize and implement a communications strategy to ensure visibility of the project, and; (b) develop and promulgate knowledge products to enhance buy-in by citizens and decision-makers of the region. The consultant will also liaise with the co-implementing entities and the IDB as it relates to the communications program of the PPCR. The consultant will be directly attached to the Project Management Unit's (PMU) office at the UWI Mona Campus, with support provided by the procurement, finance and administrative officers.

A Consultant will be selected through a comparison of qualifications as described in Section V- Selection of Individual Consultants of GN-2350-9 Policy for the Selection and Contracting of Consulting Services financed by the IDB which can be found at the following website: www.iadb.org/procurement.

Eligible and interested candidates must respond in writing, by submitting their details via email, no later than **30th August 2019** to:

Attn: Erica Haughton-Procurement Officer
MORI-PPCR Project Management Unit
Electronics Building, Department of Physics
University of the West Indies
erica.haughton02@uwimona.edu.jm

Eligible Countries:

A Consultant, and all parties constituting the Consultant, shall be nationals of member countries of the Bank. Consultants from other countries shall be disqualified from participating in contracts intended to be financed in whole or in part from Bank loans. This section lists the Bank's member countries, as well as the criteria to determine the nationality of Consultants and the country of origin of goods and consulting services.

Eligible countries are: Argentina, Austria, Bahamas, Barbados, Belgium, Belize, Bolivia, Brazil, Canada, Colombia, Costa Rica, Chile, Croatia, Denmark, Dominica, 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, St. Lucia, St. Vincent and the Grenadines, Suriname, Sweden, Switzerland, Trinidad & Tobago, United Kingdom, and United States, Uruguay and Venezuela.

In addition to the list above, the following countries are also eligible for financing under this project only: Grenada, Dominica, Saint Lucia and St. Vincent & the Grenadines.

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:

(A) Nationality.

a) 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.

b) A firm is considered to have the nationality of a member country if it meets the two following requirements:

- i. is legally constituted or incorporated under the laws of a member country of the Bank; and
- ii. more than fifty percent (50%) of the firm's capital is owned by individuals or firms from member countries of the Bank.

All members of a joint venture and all subcontractors must meet the nationality criteria set forth above.

(B) Origin of Goods.

Goods have their origin in a member country of the Bank if they have been mined, grown, harvested, or produced in a member country of the Bank. A good has been produced when through manufacture, processing or assembly, another commercially recognized article results that differ substantially in its basic characteristics, function, or purpose of utility from its parts or components.

For a good consisting of several individual components that need to be interconnected (either by the supplier, the purchaser or by a third party) to make the good operative and regardless of the complexity of the interconnection, the Bank considers that such good is eligible for financing if the assembly of the components took place in a member country, regardless of the origin of the components. When the good is a set of several individual goods that are normally packaged and sold commercially as a single unit, the good is considered to originate in the country where the set was packaged and shipped to the purchaser.

For purpose of origin, goods labeled “made in the European Union” shall be eligible without the need to identify the corresponding specific country of the European Union.

The origin of materials, parts or components of the goods or the nationality of the firm that produces, assembles, distributes or sells the goods, does not determine the origin of the goods.

(C) Origin of Services.

The country of origin of services is that of the individual or firm providing the services as determined under the nationality criteria set forth above. These criteria apply to services ancillary to the supply of goods (such as transportation, insurance, erection, assembly, etc.), to construction services, and to consulting services.

Prohibited Practices

1.1. The Bank requires that all borrowers (including grant beneficiaries), executing agencies and contracting agencies as well as all firms, entities and individuals bidding for or participating in a Bank-financed activity including, inter alia, applicants, bidders, suppliers, contractors, consultants, personnel, sub-contractors, sub-consultants, service providers and concessionaires (including their respective officers, employees and agents irrespective of whether the agency is express or implied), adhere to the highest ethical standards, and report to the Bank¹ all suspected acts of Prohibited Practices of which they have knowledge or become aware both, during the bidding process and throughout negotiation or execution of a contract. Prohibited Practices include acts of: (a) corrupt practices, (b) fraudulent practices, (c) coercive practices, (d) collusive practices and (e) obstructive practices. The Bank has established mechanisms to report allegations of Prohibited Practices. Any allegation shall be submitted to the Bank's Office of Institutional Integrity (OI) for the appropriate investigation. The Bank has also adopted sanctions procedures to adjudicate cases. The Bank has also entered into agreements with other International Financial Institutions (IFIs) to mutually recognize sanctions imposed by their respective sanctioning bodies.

(a) The Bank defines, for the purposes of this provision, the terms set forth below:

- (i) A "corrupt practice" is the offering, giving, receiving, or soliciting, directly or indirectly, anything of value to influence improperly the actions of another party;
- (ii) A "fraudulent practice" is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation;
- (iii) A "coercive practice" is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
- (iv) A "collusive practice" is an arrangement between two or more parties designed to achieve an improper purpose, including influencing improperly the actions of another party; and
- (v) An "obstructive practice" is:
 - a.a. Deliberately destroying, falsifying, altering or concealing evidence material to the investigation or making false statements to investigators in order to materially impede a Bank Group investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; or
 - b.b. acts intended to materially impede the exercise of the Bank's inspection and audit rights provided for under paragraph 1.1 (e) below.

(b) If, in accordance with the Sanctions Procedures of the Bank, it is determined that at any stage of the procurement or implementation of a contract any firm, entity or individual bidding for or participating in a Bank-financed activity including, inter alia, applicants, bidders, suppliers,

¹ [Information on how to present allegations of Prohibited Practices, the applicable rules regarding the investigation and sanctions process, and the agreement regulating the mutual recognition of sanctions](#) among the IFIs are available [on](#) the Bank's website (www.iadb.org/integrity).

contractors, consultants, personnel, sub-contractors, sub-consultants, service providers, concessionaires, Borrowers (including grant Beneficiaries) executing agencies or contracting agencies (including their respective officers, employees and agents irrespective of whether the agency is express or implied) engaged in a Prohibited Practice the Bank may:

- (i) not finance any proposal to award a contract for works, goods, and related services as well as consulting services financed by the Bank;
 - (ii) suspend disbursement of the operation if it is determined at any stage that an employee, agent or representative of the Borrower, Executing Agency or Contracting Agency has engaged in a Prohibited Practice;
 - (iii) declare misprocurement and cancel, and/or accelerate repayment of, the portion of a loan or grant earmarked for a contract, when there is evidence that the representative of the Borrower, or Beneficiary of a grant, has not taken the adequate remedial measures (including, inter alia, providing adequate notice to the Bank upon learning of the Prohibited Practice) within a time period which the Bank considers reasonable;
 - (iv) issue the firm, entity or individual a reprimand in the form of a formal letter of censure of its behavior;
 - (v) declare that a firm, entity, or individual is ineligible, either permanently or for a stated period of time, to (i) be awarded or participate in activities financed by the Bank; and (ii) be nominated² sub-consultant, sub-contractor, supplier or service provider of an otherwise eligible firm being awarded a Bank-financed contract;
 - (vi) refer the matter to appropriate law enforcement authorities; and/or
 - (vii) impose other sanctions that it deems to be appropriate under the circumstances, including the imposition of fines representing reimbursement of the Bank for costs associated with investigations and proceedings. Such other sanctions may be imposed in addition to or in lieu of the sanctions referred above.
- (c) The provisions of sub-paragraphs 1.1 (b) (i) and (ii) shall also be applicable when such parties have been temporarily suspended from eligibility to be awarded additional contracts pending a final outcome of a sanction proceeding, or otherwise.
- (d) The imposition of any action to be taken by the Bank pursuant to the provisions referred to above will be public.
- (e) In addition, any firm, entity or individual bidding for or participating in a Bank-financed activity including, inter alia, applicants, bidders, suppliers, contractors, consultants, personnel, sub-contractors, sub-consultants, service providers, concessionaires, Borrowers (including grant Beneficiaries), Executing Agencies or Contracting Agencies (including their respective officers, employees, and agents, irrespective of whether the agency is express or implied) may be subject to sanctions pursuant to agreements that the Bank may have with other IFIs regarding the mutual enforcement of debarment decisions. For purposes of this paragraph the term "sanction" shall mean any debarment, conditions on future contracting or any publicly-disclosed action taken in response to a violation of an IFI's applicable framework for addressing allegations of Prohibited Practices.

² A nominated sub-consultant, sub-contractor, supplier, or service provider (different names are used depending on the particular bidding document) is one which has either been: (i) included by the bidder in its pre-qualification application or bid because it brings specific and critical experience and know-how that allow the bidder to meet the qualification requirements for the particular bid; or (ii) appointed by the Borrower.

- (f) The Bank requires all applicants, bidders, suppliers, and their agents, contractors, consultants, personnel, sub-contractors, service providers and concessionaires to permit the Bank to inspect any and all accounts, records and other documents relating to the submission of bids and contract performance as well as to have them audited by auditors appointed by the Bank. Applicants, bidders, suppliers, and their agents, contractors, consultants, sub-contractors, sub-consultants, service providers and concessionaires shall fully assist the Bank with its investigations. The Bank also requires all applicants, bidders, suppliers, and their agents, contractors, consultants, personnel, sub-contractors, sub-consultants, service providers and concessionaires to: (i) maintain all documents and records related to the Bank-financed activities for seven (7) years after completion of the work contemplated in the relevant contract; and (ii) deliver any document necessary for the investigation of allegations of Prohibited Practices and make available employees or agents of the applicants, bidders, suppliers and their agents, contractors, consultants, personnel, sub-contractors, sub-consultants, service providers or concessionaires with knowledge of the Bank-financed activities to respond to questions from Bank personnel or any properly designated investigator, agent, auditor or consultant relating to the investigation. If the applicant, bidder, supplier and its agent, contractor, consultant, personnel, sub-contractor, sub-consultant, service provider or concessionaire fails to cooperate and/or comply with the Bank's request, or otherwise obstruct the investigation, the Bank, in its sole discretion, may take appropriate action against the applicant bidder, supplier and its agent, contractor, consultant, personnel, sub-contractor, service provider or concessionaire.
- (g) If the Borrower procures goods, works, non-consulting services or consulting services directly from a specialized agency, all provisions under section 5 regarding sanctions and Prohibited Practices shall apply in their entirety to applicants, bidders, suppliers and their agents, contractors, consultants, personnel, sub-contractors, sub-consultants, service providers, concessionaires, (including their respective officers, employees, and agents, irrespective of whether the agency is express or implied), or any other entities that signed contracts with such specialized agency to supply such goods, works, non-consulting services or consulting services in connection with the Bank-financed activities. The Bank retains the right to require the Borrower to invoke remedies such as suspension or termination. Specialized agencies shall consult the Bank's list of firms and individuals suspended or debarred. In the event a specialized agency signs a contract or purchase order with a firm or an individual suspended or debarred by the Bank, the Bank will not finance the related expenditures and will apply other remedies as appropriate.

1.2. The Consultants, by submitting a bid and signing the contract represent and warrant:

- (i) that they have read and understood the Bank's Prohibited Practices and agrees to abide by the applicable rules;
- (ii) that they have not engaged in any violation of Prohibited Practices described herein;
- (iii) that they have not misrepresented or concealed any material facts during the procurement or contract negotiation processes or performance of the contract;
- (iv) that neither they nor their agents, personnel, sub-contractors, sub-consultants or any of their directors, officers or principal shareholders have been declared ineligible by the Bank or by another International Financial Institution (IFI) and subject to agreements that the Bank may have for the mutual enforcement of sanctions to be awarded Bank-financed contracts or have been convicted of a crime involving Prohibited Practices;
- (v) that none of their directors, officers or principal shareholders has been a director, officer or principal shareholder of any other company or entity that has been declared ineligible by the bank or by another International Financial Institution (IFI) and subject to agreements that the

Bank may have for the mutual enforcement of sanctions, to be awarded a Bank-financed contract or has been convicted of a crime involving Prohibited Practices;

- (vi) that all commissions, agents' fees, facilitating payments or revenue-sharing agreements related to the Bank-financed activities have been disclosed;
- (vii) that they acknowledge that the breach of any of these warranties constitutes a basis for the imposition of any or a combination of the measures described in Clause 1.1(b).

TERMS OF REFERENCE

Project No.: ATN/SX-14969-RG

Project Name: Investment Plan for the Caribbean Regional Track of the Pilot Program for Climate Resilience

Name of Consulting Service: Visibility and Public Relations Consultant

I. BACKGROUND

1.1 The Inter-American Development Bank (IDB) has provided grant funding in the amount of US\$10.39 million for the Caribbean region to implement the Investment Plan for the Caribbean Regional Track of the Pilot Program for Climate Resilience (PPCR) over a five-year period 2015-2020. The program is being executed by the University of the West Indies (UWI), through a Program Management Unit established under its Mona Office for Research and Innovation (MORI). The PMU is being supported by the following region organizations as co-implementing entities; CARPHA, CARDI, CSG, CIMH and CRFM.

1.2 The general objective of the operation is to improve regional processes of climate relevant data acquisition, storage, analysis, access, transfer and dissemination and to pilot and scale up innovative climate resilient initiatives. In pursuing this objective the program utilizes a regional approach, that seeks to develop data and information products and services that can be utilized both at the regional and national levels. The program is structured in four components:

- Component 1. Improving geospatial data and management for adaptation planning, sea level rise and storm surge impact analysis. The focus of the component is to improve the accessibility of high quality and current/updated bathymetric and near shore topographic data to support climate change analysis related to sea-level rise, storm surge, flooding, and ongoing adaptation planning at the regional and national levels.
- Component 2. Consolidating and Expanding the Regional Climate Network and Global Platform Linkages. The focus of the component is to strengthen regional and national structures and mechanisms for the delivery of climate products and services at the national level through enhancements to the regional climate data monitoring networks and complementary linkages with global climate information centers/platforms.
- Component 3: Downscaling and Expanded Climate Projection Models and High Resolution Maps. The focus of this component is to improve and enhance the availability of the downscaled future climate projections in the Caribbean in support of adaptation planning, decision making, and sector level modeling/projection efforts (such as marine, agriculture, health and water).
- Component 4: Applied Adaptation Initiatives. This Component focusses on sectoral interventions through collaborations with the responsible regional organizations in the Health, Marine, Agriculture and Water sectors.

II. OBJECTIVE:

2.1 MORI is now seeking a Visibility and Public Relations Consultant to energize and implement a communications strategy to ensure visibility of the project and develop and promulgate knowledge products to enhance buy-in by citizens and decision-makers of the region. The consultant will also liaise with the co-implementing entities and the IDB as it relates to the communications program of the PPCR. The consultant will be directly attached to the Project Management Unit's (PMU) office at the UWI Mona Campus, with support provided by the procurement, finance and administrative officers.

III. ACTIVITIES:

3.1 The consultant will be responsible to lead the process for effective stakeholder engagement, increasing the awareness of the program throughout the region, developing and disseminating knowledge products and improving the knowledge of multiple stakeholders on the project, its goals and objectives, as well as, the impacts of climate change, climate change adaptation and disaster risk reduction communication issues across the region. This should be achieved through the following six (6) Technical Competencies:

- I. Storytelling: Communicates program messages and content in powerful narratives and stories to influence audience understanding. These stories must be disseminated across all available platforms inclusive of, but not limited to traditional and social media. A strong ability to translate highly technical information into easily understood and imaginative narratives for wide dissemination.
- II. Communications and Messaging: Applies expertise in communications and messaging, and an understanding of the PPCR to guide the PMU an to achieve communication goals and objectives.
- III. Writing and Editing: Demonstrates ability to write clearly, concisely, imaginatively and with impact in multiple languages (English required, French and any other Bank official language will be considered an asset), as well as a demonstrated ability to edit the writing of others.
- IV. Media Design and Development: Creates audience impact and enthusiasm by employing appropriate media types (e.g., electronic, print, audiovisual, multimedia, social media, etc.). The consultant should be able to use multiple technologies to prepare and deliver media content.
- V. Stakeholder Insight and Outreach: Establishes relationships and applies a deep understanding of external stakeholder challenges and needs to achieve program objectives.
- VI. Program Management and Evaluation: Drives accomplishment of program objectives through the disciplined development and execution of communication activities.

3.2 Specifically, the consultant will undertake the following activities:

- i. Revise and implement a comprehensive and effective communications strategy and action plan which should include: recommendations for enhancement of the website; diverse social media strategy with specific targets; regionally/culturally relevant materials and resources, and the use of innovative means as appropriate, focusing on climate change resilience and the objectives of the project.
- ii. Develop a Work Plan and Budget for the implementation of the communication tasks, events, publications, among others.
- iii. Identify suppliers for the provision of goods and services in support of communication activities.
- iv. Coordinate and/or provide support for the planning and logistics for communication events to include training seminars, outreach meetings, workshops, media events and related activities.
- v. Revise the communication plan for each component in collaboration with the respective co-implementing agency.
- vi. Spearhead the creation of knowledge products and actions to highlight and disseminate information related to the program including the development and production of audio-visual kits and other educational material on climate resilience and the project activities.

- vii. Be familiar with the media landscape and maintain strong professional relationships with key media figures in the Caribbean.
- viii. Maintain a database of key media figures with whom the project can liaise to facilitate increased visibility
- ix. Advise the PMU on the handling of media queries on the program and prepare press releases, interview bullet points, event presentations and speeches, etc as required.
- x. Contribute to the preparation of annual operating plans and budgets.
- xi. Assist with the identification and formulation of lessons learned and the documentation of best practices to be integrated into program reports.
- xii. Liaise with the IDB project team and communication department as required to ensure optimum coordination to maximize impact and alignment with IDB brand manuals; as well as coordination with the national focal points and programs in PPCR countries
- xiii. Any other activity that promotes the achievement of communication, visibility and awareness raising objectives of the program.
- xiv. Manage and maintain a diverse social media presence (Twitter, Flickr, Instagram, Facebook etc) for the project

IV. DELIVERABLES:

- 4.1 The consultant is expected to produce the following deliverables:
- a) Revised Communications Strategy
 - b) Implementation/Action Plan/ Work Plan and proposed budget
 - c) Plan of action for increased project visibility, climate resilience education and awareness campaign
 - d) Brochures, posters, audio-visual kits and other publications, etc.
 - e) Press releases and advertisements
 - f) Regular updates to web page
 - g) Proof of social media management (Twitter and Facebook posts, YouTube uploads etc.)
 - h) Database of key media figures and contacts

V. SUPERVISION

- 5.1 The consultant will be supervised by the Program Manager of the PMU-MORI and will work closely with the staff of the PMU, the marketing department of the UWI, co-implementing partners and the IDB.

VI. QUALIFICATIONS

- **Eligibility:**

Interested consultants must bear the nationality of or have legal residence in an IDB member country or Dominica, Grenada, Saint Lucia, St. Vincent and the Grenadines. The selected consultant must reside in Jamaica for the duration of the assignment. The contract does not cover the costs of relocation.

- **Academic Degree:**

Candidates should possess a minimum of a Bachelor's degree or equivalent in Mass Communication, Journalism, Public Relations, Marketing or Business Administration (concentration in marketing), specializing in Development Communications and/or Social Marketing.

- **Level & Years of Professional Work Experience:**

Candidates should have at least five (5) years relevant experience in: a) formulating and implementing communication plans; b) communication efforts of not-for-profit or multilateral organizations; c) organizing campaigns and events; d) developing and disseminating knowledge products and

communication materials; e) use of relevant software (e.g. Microsoft Word, PowerPoint, Publisher); f) design and maintenance of webpages and social media profiles and; g) working with Caribbean media.

- **Skills:**

Candidates should be results-orientated, highly motivated and demonstrate the following: a) excellent writing and editing skills; b) an understanding of climate change and related environmental issues; c) knowledge of the operations of international organizations; d) an ability to communicate and work effectively with internal and external stakeholders, and; e) ability to work independently and as part of a team.

VII. CHARACTERISTICS OF THE CONSULTANCY

- Type of consultancy: Individual
- Contract Duration: 1 year renewable based on performance
- Place of work: Kingston, Jamaica.
- Payments will be made against the following schedule:

Description	Due Date	Percentage Payment
1 Revised Communication Strategy & Implementation Plan	Month 1	15%
2 2018-2020 Strategy for increased visibility of project with clear timelines	Month 2	15%
3 *Report on execution of Communications Strategy	Month 4	14%
4 Knowledge products prepared for activities under each component of project	Month 6	14%
5 *Report on execution of Communications Strategy	Month 8	14%
6 *Report on execution of Communications Strategy	Month 10	14%
7 *Report on execution of Communications Strategy	Month 12	<u>14%</u>
	Total	100%

*These reports will include attendance (as required) and management of communication/public relations aspects of on-going project activities over the period.

Curriculum Vitae (CV) Template

Note: text in blue italics is provided as a guide only and should be removed in the final document being submitted.

Name of Consultancy:	
Name of Consultant:	<i>[Insert full name]</i>
Date of Birth:	<i>[day/month/year]</i>
Country of Citizenship/Residence:	
Contact information:	<i>[e-mail....., phone.....]</i>

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

Employment record relevant to the assignment: *[Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.]*

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
<i>[e.g., May 2005-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):

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, 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 Client, and/or sanctions by the Bank.

Name of Consultant

Signature

Date

(i) This CV correctly describes my qualifications and experience

(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 not currently debarred by a multilateral development bank (If yes, identify who)

Yes

No
