

VOLCANO READY COMMUNITIES PROJECT
ST. VINCENT AND THE GRENADINES

COMMUNICATIONS CONSULTANT

REQUEST FOR EXPRESSIONS OF INTEREST

The University of the West Indies (UWI) Seismic Research Centre has received financing from the Community Disaster Risk Reduction Fund (CDRRF) which is managed by the Caribbean Development Bank (CDB) towards the cost of implementing the Volcano Ready Communities in St. Vincent and the Grenadines Project and intends to apply a portion of the proceeds of this financing to eligible payments under a contract for which this invitation is issued.

Payments by CDB will be made only at the request of The UWI Seismic Research Centre and upon approval by CDB, and will be subject in all respects to the terms and conditions of the Financing Agreement. The Financing Agreement prohibits withdrawal from the financing account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of CDB, is prohibited by a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations. No party other than The UWI Seismic Research Centre shall derive any rights from the Financing Agreement or have any claim to the proceeds of the Financing.

The UWI Seismic Research Centre, the Executing Agency, now wishes to procure consultancy services for a Communications Consultant. The overall objective of the consultancy is to develop a public awareness and education programme to increase community awareness and preparedness for the multi-hazard environment of St. Vincent and the Grenadines and also to prepare a best practice documentary. *The UWI Seismic Research Centre* now invites interested eligible individual consultants to submit Expressions of Interest for the provision of the consultancy services. Interested consultants should provide information on their qualifications, relevant experience and capability to carry out the assignment. The duration of the assignment is expected to be for a period of seven (7) months.

Consultants shall be eligible to participate if:

- (a) the persons are citizens or *bona fide* residents of an eligible country; and
- (b) in all cases, the consultant has no arrangement and undertakes not to make any arrangements, whereby any substantial part of the net profits or other tangible benefits of the contract will accrue or be paid to a person not a citizen or *bona fide* resident of an eligible country.

Eligible countries are member countries of CDB.

The attention of interested Consultants is drawn to paragraph 1.9 of [CDB's Guidelines for the Selection and Engagement of Consultants \(2011\)](#), setting forth CDB's policy on conflict of interest.

In the assessment of submissions, consideration will be given to technical competence, qualifications and experience on similar assignments. Work in the areas of disaster risk reduction and climate change in the Caribbean will be an asset. All information must be submitted in English. Further information may be obtained from the first address below between 900 and 1700 hours Trinidad and Tobago time Monday to Friday.

Electronic copies of the Expressions of Interest must be emailed to the first address below, and copied to CDB at the second address below, no later than *16:00 hours on Friday, April 12, 2019*. The email submission must include the name and address of the applicant and the subject line shall be clearly marked **“Expression of Interest – Volcano Ready Project Communications Consultancy”**.

Following the assessment of submissions, the most technically capable and appropriately experienced applicant will be invited to negotiate a contract to provide the consultancy services. The UWI Seismic Research Centre reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not engaging the services of any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

Address 1

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TERMS OF REFERENCE

1. PROJECT BACKGROUND

1.01 The Community Disaster Risk Reduction Fund (CDRRF) is a multi-donor trust fund established by the Caribbean Development Bank (CDB) in March 2012. The Fund is administered by CDB which is based in Barbados. The purpose of CDRRF is to finance, through the provision of grant funding, Disaster Risk Reduction (DRR) and/or Climate Change Adaptation (CCA) initiatives at the community level across CDB Borrowing Member Countries (BMC), with the exception of Haiti. The DRR/CCA initiatives should seek to enhance livelihoods, resilience, and sustainability within the community.

1.02 The University of the West Indies (UWI) Seismic Research Centre (SRC) is the premiere geological hazards research and monitoring agency in the Caribbean and one of the few specialised research institutions of The UWI. The SRC plays an active role in promoting geologic hazard awareness, volcano contingency planning and early warning systems. The vision of the SRC is to be the leading agency in the Eastern Caribbean for earthquake, volcano and tsunami monitoring and for the dissemination of information to reduce risk, deaths, injuries, property damage and economic loss.

1.03 St. Vincent and the Grenadines is among the most disaster-prone territories in the world, and is affected on a regular basis by the negative impacts of natural hazards such as volcanoes, earthquakes, hurricanes, landslide, rainfall events, storm surge and drought. The Volcano Ready Communities Project seeks to reduce vulnerability to the multi-hazard environment of the Soufriere Volcano through a combination of activities designed to enhance community early warning procedures, increase adaptive capacities, strengthen awareness, and enhance response capacities.

1.04 The Project comprises four components which seek to increase the resilience of the 12 communities in St. Vincent and the Grenadines to volcanic and other natural hazard events and Climate Change (CC). The communities have been divided into two groups and they are (a) Windward communities comprising Fancy, Owia, Sandy Bay, Overland and Big Level, South Rivers, Park Hill, Colonaire, and (b) Leeward communities comprising Fitz Hughes, Chateaubelair, Rose Hall, and Spring Village. The Project activities under each component are summarised as follows:

Component 1: Increased Community Volcano and Other Natural Hazard Readiness

1.05 A set of protocols will be developed to guide the establishment of an alerting system for natural hazards in the 12 target communities. This will be done in collaboration with the National Emergency Management Organisation (NEMO) and the District Disaster Committees. This component will obtain some of its inputs from existing monitoring mechanisms, such as the regional tsunami warning system and SRC operated volcano and earthquake monitoring network. The approach to be used will increase community involvement in the collection and analysis of data and this will help to improve their understanding of natural hazard impacts. Under this component, protocols to alert men, women, children, the elderly, disabled and other vulnerable populations, about volcano and other related natural hazards and their potential impacts will be developed and shared with the target communities.

Component 2: Increased Knowledge and Awareness of Volcano and Multi-Hazards Risk Reduction and Climate Change Impacts in the Beneficiary Communities

1.06 Under this component a number of gender-sensitive multi-hazard, public awareness and education materials will be developed and programmes implemented. The materials will be shared with schools, businesses, community groups, and the residents of the target communities. Information on best practices will be captured, published, and shared with stakeholders.

1.07 The public awareness programme to be developed under the Project will be gender sensitive to ensure that socially constructed roles of men, women, youth, disabled and other vulnerable groups in the 12 target communities are addressed through specific messages about how to deal with the volcano, other natural hazards and climate change. Where necessary and advantageous, gender separated participatory exercises will be used to allow for the identification and voicing of concerns that may not necessarily be raised during mixed open discussions.

Component 3: Enhanced Adaptive Capacity

1.08 This element of the Project will facilitate the preparation of volcano level contingency plans¹ for the 12 communities in the high-risk zones of the Soufriere Volcano. The stakeholders (government, civil society, and the private sector) will be engaged to assist the at-risk communities with the development and identification of resources required for the continued implementation of the volcano plans.

1.05 Recognising the importance of planning and implementing initiatives in the communities in focus, and the need to improve the way that DRR, CC and emergency planning are communicated and understood, using a range of media, including video, infographics and written outputs, the UWI SRC is seeking to procure the services of a Communications Consultant.

2. OBJECTIVES

2.01 The overall objective of the Communications Consultancy is to provide specialist services required to develop and write content for internal and external media communications, including internet, video, print and email, which will increase the knowledge, awareness and understanding of how natural hazards impact the livelihoods and security of persons in residing in the communities of focus for the Volcano Ready Project.

2.02 Specifically, the consultancy will focus on the following:

- (a) Designing and implementing a gender sensitive a multi-modal Multi-Hazard Public Awareness and Education Programme (MHPAE) communication programme that is consistent with national and regional disaster risk management objectives and priorities and other regional priorities for development including gender equality and inclusion.
- (b) Developing and writing content for internal and external media communications, including internet, video, print and email
- (c) Documenting and disseminating information on communication best practice related to the Volcano Ready Project

¹ A volcano level contingency plan is a predetermined phased response based on the level of volcanic activity occurring, or forecast, and the need to protect people.

- (d) Organising training events in preparedness and response measures outlined in the Volcano Plans and other natural hazards impacting the target communities.

3. SCOPE OF SERVICES

3.01 The consultancy services shall consist of the following:

- (a) Reviewing of existing national, regional and international MHPAEs, tools and resources and relevant policy.
- (b) Identifying specific concepts and approaches that best facilitate increased awareness and education at the community level.
- (c) Developing a multi-modal, community-based multi-hazard public awareness and education programme that includes strategies to:
 - (i) identify stories and key messages that are engaging, motivating and high quality which communicate the impact of and showcase the work of the Project
 - (ii) incorporate societal values, norms, customs and behaviours in the communications materials
 - (iii) develop activities that encourage critical reflection, tap into natural enthusiasm
 - (iv) use different learning styles, storytelling and charismatic mascots.
- (d) Developing age-appropriate public education and awareness hazard specific content for Kindergarten through to Standard 2 and Standards 3-5 5, in consultation with the ministry responsible for education.
- (e) Supporting the Project with the creation and/or delivery of communications activities and products such as written content and scripts that contain information on local experiences, newsletters, case studies, including infographics and learning events, relate to the work of the Project, and storyboards for a documentary film on community DRR/CC best practices.
- (f) Conducting consultation and engagement activities with community stakeholders to develop a series of case studies featuring and targeting project communities to showcase multi-hazard experiences, climate resilience and risk reduction measures.
- (g) Making sure that storytelling narratives accurately portray past events and experiences as well as include proactive behaviours through lessons learnt such as suggested mitigation measures, preparedness and response.
- (h) Conducting discussions\meetings with project partners to review the communications programme objectives and content.
- (i) Ensuring that all communication material is targeted at agreed audiences, and deliver agreed key messages.
- (j) Disseminating communications through campaigns and training activities in project communities in collaboration with the project partners under the Volcano Ready Project.
- (k) Contributing to the identification of new and creative ways to enhance the visibility and outreach of the Project

- (l) Assisting the Project Office with the organisation of training sessions aimed at introducing and sensitising target stakeholders to the DRR and CC materials developed as outputs of the Volcano-Ready Communities Project.
- (m) Supporting the Project Office with the documentation of learnings and building a ‘library’ of communication materials for the Volcano Ready Project.

4. IMPLEMENTATION ARRANGEMENTS AND DURATION

4.01 The Consultant will report to the SRC Project Manager or his/her designate who will have overall responsibility for overseeing the administrative and logistic arrangements for the consultancy. UWI SRC will provide the Consultant with the relevant reference and background materials on the Project. Where appropriate, electronic data sharing and collection methods and other communication technologies will be utilised during the assignment. SRC facilitate the implementation of the assignment and assist with any operational issues that may arise. SRC make arrangements for the introduction of the Consultant to key stakeholders as well as the organisation meetings and delivery of workshops in the target communities. UWI SRC will provide office accommodation required for the implementation of the consultancy.

4.02 The Consultant will be required to carry out the duties listed in Section 3 of the Terms of Reference at the locations in St. Vincent and the Grenadines in order to develop the communications programme and related materials and deliver the related training and capacity building components for these components of the Project. The Consultant will provide his/her transportation, computing and any other equipment required for the implementation of the consultancy.

4.03 Consultation and engagement with key project partners and stakeholders across the project communities is integral to the execution of the assignment. The consultant will therefore be required to undertake regular community visits and consultations, along with the Project Community Outreach Officer, provide regular reports on the consultancy to the stakeholders and also utilise approaches aimed at achieving and maintaining age and gender equity, inclusion and the participation of vulnerable groups in all activities related to the consultancy.

4.04 The consultancy will be implemented over a period of seven (7) months.

5. QUALIFICATIONS AND EXPERIENCE

5.01 The Consultant should have a relevant Master’s degree and background in journalism, communications or marketing. A minimum of seven years’ professional experience working in the field of communication. Multimedia production experience would be an asset. Excellent spoken and written English is required.

5.02 The Consultant is expected to have the following skills and abilities:

- (a) Creative and versatile writing skills, including for digital media
- (b) Experience in creating and engaging social media assets and image editing
- (c) Good understanding of issues relating to DRR, CC and community-based preparedness in the Caribbean context
- (d) Good analytical skills in relation to complex information and the ability to simplify the information for audiences at various levels.
- (e) Knowledge of gender equality and its importance in community development projects will be an asset.
- (f) Knowledge of interactive approaches in promoting development and conducting assessments, training workshops, in facilitating the development process.

6. DELIVERABLES AND REPORTING

6.01 The Consultant will be required to provide the following deliverables and reports:

- (a) An Inception Report and Work Plan - is to be submitted for review and approval by the UWI SRC. The report (maximum 15 pages) shall include the methodology, an implementation schedule, and the resource and support requirements. One hard copy of the report and one in the electronic format should be submitted to seven days after the commencement of the assignment. The electronic copy should be emailed to volcanoreadysvg@gmail.com.
- (b) Summary Progress Reports – they should contain information on the activities carried out in each community are to be submitted electronically bi-weekly for review and comments. The summary reports (maximum four pages) should provide an update on the progress of the assignment against the agreed work plan and implementation schedule, accomplishments, challenges, delays and recommended solutions as well as options for improving effectiveness and efficiency.
- (c) Draft videos, film, templates, MHPAE communication programme and materials – these deliverables should incorporate comments provided by the project partners and feedback provided during stakeholder consultation meetings. The deliverables should be submitted electronically for review and comments, along with the summary report (maximum 2 pages) on related project partner and community consultation meetings.
- (d) Draft Final Report - this report on the assignment should include information on the implementation progress, accomplishments, challenges, solutions applied, lessons learnt and recommendations. The report is to be submitted in the electronic format for review and comments two weeks before the end of the assignment.
- (f) Final Report - this report should incorporate the comments provided on the Draft Final Report at (e) above. One hard copy of the report and one in the electronic format should be submitted to seven days after the receipt of the comments on the Draft Final Report. The electronic copy should be emailed to volcanoreadysvg@gmail.com.

6.02 The deliverables and reports listed at (a) to (f) above are to be submitted in file formats such as Microsoft Word, PowerPoint and Excel, and editable graphics files, etc. A list of the file names and statement of content should also be provided. The software applied in the production of the files must also be stated.