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Country: Barbados

Institution: Inter-American Development Bank

Sector: Miscellaneous/Consulting Services

Deadline: 3 April 2019

Status: Published

Loan N°./Financing:

Project: PUBLIC SECTOR SMART ENERGY PROGRAM

Title: CONSULTANCY SERVICES TO DEVELOP AND IMPLEMENT A COMMUNICATIONS AND ENGAGEMENT STRATEGY FOR PUBLIC AWARENESS FOR SUSTAINABLE ENERGY USES IN BARBADOS

REQUEST FOR EXPRESSIONS OF INTEREST

MINISTRY OF ENERGY AND WATER RESOURCES
REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTANCY SERVICES TO DEVELOP AND IMPLEMENT A COMMUNICATIONS AND ENGAGEMENT STRATEGY FOR PUBLIC AWARENESS FOR SUSTAINABLE ENERGY USES IN BARBADOS

Institution: Inter-American Development Bank and the European Union

Country: BARBADOS

Project: PUBLIC SECTOR SMART ENERGY PROGRAM

Sector: ENERGY

Abstract: To Develop and Implement a Comprehensive Communications and Stakeholders Engagement Strategy to proactively enhance public awareness of Barbados' Energy Sector

Loan Contract No. 2748/OC-BA

Grant No.: ATN/EX-13316-BA

Contract/Bid No.: PSSEP – 3.1.4.1

Deadline: 4:30 p.m., Wednesday, April 03, 2019

1. This Expression of Interest (EOI) follows the General Procurement Notice for the Public Sector Smart Energy Programme (PSSEP) which appeared in *Development Business*, issue no. IDB1616-10/14 of 9 October 2014.
2. The Government of Barbados, with the assistance of the Inter-American Development Bank (IDB), has developed a Sustainable Energy Framework for Barbados (SEFB). Within this framework, a Public Sector Smart Energy Programme (the Program or PSSEP) was developed to focus on investment initiatives for Renewable Energy (RE) and Energy Efficiency (EE) in the public service.
3. The Government has received funding from the Inter-American Development Bank (IDB) and the European Union (EU) towards the cost of the Programme and intends to apply part of the proceeds of this financing to eligible payments under the Contract for which this Expression of Interest (EOI) is issued.
4. The Ministry of Energy and Water Resources, the central public sector agency with responsibility for the Energy Sector, is the executing Agency for the Programme which seeks to promote the use of Renewable Energy and Energy Efficiency measures in the public sector to reduce Barbados' fossil fuel dependence, promote sustainable energy and therefore contribute to the country's competitiveness.
5. The Government recognises that in order to realise their objective of achieving a one hundred percent (100%) Renewable Energy and Carbon Neutral Island by 2030 it will be prudent to garner public buy-in. Consequently, The Ministry of Energy and Water Resources will be engaging a consulting firm to Develop a Comprehensive Communications and Stakeholders Engagement Strategy to proactively enhance public awareness of Barbados' Energy Sector.
6. The overall objective of the consultancy is to develop and implement a sustainable public awareness campaign for the Ministry of Energy and Water Resources aimed at increasing the public's awareness of the benefits of Renewable Energy (RE) and Energy Efficiency (EE).
7. The scope of the consultancy includes but is not limited to:
 - i. Promoting clear and consistent messaging and positioning to build the Ministry's brand;
 - ii. Promoting strong relationships and buy-in from its stakeholders and the general public.
 - iii. Managing public perception, issues and crisis related to the sustainable energy sector.
 - iv. Building awareness of advantages of the Energy Efficiency and Renewable Energy strategy.
 - v. Making recommendations to the Ministry for a long-term communications strategy in Energy Efficiency and Renewable Energy for the stakeholders
8. The Government of Barbados, through the Project Executing Unit (PEU) of the Ministry, now invites eligible consulting firms to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience

to perform the Services. Information submitted should include relevant work experience in the region, experience in projects of similar scope, complexity and technical specialisation, availability of staff to perform the Services.

9. Experience necessary for the assignment includes but is not limited to:

- i. Executing Public Relation campaigns
- ii. Demonstrable involvement in projects of similar scope and specificity
- iii. Design and production of advertisements for print and electronic media (i.e. newspaper, TV, social media and radio)
- iv. Preparing awareness campaigns for energy or environmental issues
- v. Script writing and media communication

10. A **consulting firm** will be selected in accordance with Section II as set out in the *Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank GN-2350-9* and is open to all bidders from eligible countries under IDB and EU Policies. Quality and Cost Based Selection (QCBS) will be the selection method used.

11. A short-list comprising six firms with a wide geographic spread, with no more than two firms from any one country will be established and invited to submit Technical and Price Proposals for further consideration.

12. Interested firms may contact the Ministry at the address at two (2) below for any clarifications or queries.

13. The successful Applicant will be required to enter into a Contract drawn up by or in the form approved by the Solicitor General or another Legal Officer in the Public Service approved by her. A surety for the due performance of the contract will be required by one of the methods listed below:

§ By way of a deposit with the Treasury of a sum of money or approved securities to the value of not less than ten percent of the contract price; or

§ By way of a Bank or accredited Insurance Company whose liability shall be not less than ten percent (10%) of the contract price

14. All Corporate Applicants should include with their application a copy of the company's Certificate of Incorporation and Articles of Incorporation as evidence that the company is an existing registered company as at the date of application. The Certificate must be in the name of the Applicant.

15. Where the Certificate of Incorporation has not been submitted at the date of the opening, the Applicant will be given a maximum of two (2) weeks to meet this obligation. Failure to submit the Certificate of Incorporation within the extended period would render the application void.

16. Local Applicants are advised that the Certificate of Incorporation referred to at paragraph 14 above means a Certificate of Incorporation issued under the 1985 Companies Act of Barbados or where applicable a Certificate of Amendment. Certificates must be dated after December 31, 1984.

17. Applicants should be aware that the Labour Clause (Public Contracts) ACT CAP 349 shall in so far as is applicable to the tender, apply to any contract made in respect of the tender. Full details of the conditions of the ACT CAP 349 may be obtained from the Government Printer, Government Printing Department, Bay Street, St., Michael.

18. Any firm incorporated outside of Barbados, which is awarded a contract, will be required to be registered in Barbados as an External Company under the 'Companies Act of Barbados'.

19. Two copies of the Expression of Interest and an electronic copy [USB, Flash Drive] clearly marked "**Request for Expressions of Interest – Consultancy Services to Develop and Implement a Communications and Engagement Strategy for Public Awareness for Sustainable Energy Uses in Barbados**" must be placed in the Tenders Box in a sealed envelope at **Address (1)** below no later than 4:30 p.m. Barbados time, on **Wednesday April 3, 2019**.

Address (1)

Chairman Special Tenders Committee
Government Procurement Department
Holborn Circle
Fontabelle
St. Michael
BARBADOS

Address (2)

The Project Manager
Public Sector Smart Energy Program
Ministry of Energy and Water Resources
Trinity Business Centre, Country Road
St. Michael
BARBADOS

Telephone: (246) 535-2500

Email: publicsmart@energy.gov.bb

20. Late submissions will not be accepted and will be returned unopened to the Applicant.

21. No application will be considered unless it complies with the conditions set out in this Notice.

22. Applicants will be advised of the results of their applications in due course.

23. The Government of Barbados reserves the right to accept or reject any application received.