

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

Selection #: GY-T1154-P002

Selection Method: Simplified Competitive Selection

Country: Guyana

Sector: Infrastructure and Energy Sector

Funding – TC #: ATN/OC-17165-GY

Project #: GY-T1154

TC name: Strategic Communications & Knowledge Sharing Support for Guyana's nascent Oil & Gas Sector

Description of Services: The main objective of this consultancy will be to provide communications support to the Department of Energy in formulating and disseminating more and better information and information products as it relates to its work. The communications consultant will provide support to help the DE develop and implement its communications strategy and communication products to promote its work.

Link to TC document: <https://www.iadb.org/en/project/GY-T1154>

The Inter-American Development Bank (IDB) is executing the above mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (<http://beo-procurement.iadb.org/home>) by: **February 14, 2020 at 5:00 P.M. (Washington D.C. Time)**.

The consulting services (“the Services”) described above will require an estimated time of performance of 10 months.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-1. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described below in the [draft summary](#) of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: Lenin H. Balza (leninb@iadb.org). cc Dillon Clarke (dillonc@iadb.org) and Paola Carvajal (lilianca@iadb.org).

Lenin H. Balza
Sector Specialist
Inter-American Development Bank
Infrastructure and Energy Sector

1300 New York Ave, NW, Washington DC 20577, USA
Tel: +1 202 523-7308
E-mail: leninb@iadb.org
Web site: www.iadb.org

Draft Summary of Terms of Reference

TERMS OF REFERENCE

Communications Consultant to the Department of Energy, Government of Guyana

Strategic Communications & Knowledge Sharing Support for Guyana's nascent Oil & Gas Sector

1. Background and Justification

- 1.1.** The Inter-American Development Bank (IDB) was founded in 1959 and serves as the leading source of development financing for Latin American and the Caribbean (LAC). It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing countries. Since the foundation, the infrastructure and energy sector has been considered vital for economic growth and development in the region. Infrastructure is essential to modern daily life, and the provision of basic services would be impossible without reliable roads, water, and electricity. The IDB has a large portfolio of operations in the water and sanitation, energy and transportation sectors across the region. Its reputation as an effective partner in the delivery of both infrastructure projects and a source for technical capacity at the sector level allows the IDB to have a permanent and trustworthy dialogue with the Guyanese authorities.
- 1.2.** The IDB has worked both regionally and at a country level for many years on issues directly and indirectly related to the extractives sector, in recognition of the critical role of oil, gas and mining-related industries as drivers of economic and industrial development. More recently, Bank beneficiaries have requested that the institution engages more strategically and directly in support of investments in the sector, while continuing to emphasize in parallel the need for promoting broad-based economic development, transparency and accountability, benefit sharing, environmental sustainability, and community consultation, among other issues. These calls are part of a coalescing global movement, supported by civil society, investors and donors in favor of a broader good governance agenda in the sector: an agenda that draws from lessons-learned and knowledge exchanges and contributes to smarter and sustainable sector policy and practices.
- 1.3.** The development of natural resources has played a significant role in the performance of many regional economies. Extractive industries - when they are adequately managed - contribute to long term socioeconomic development (Venables, 2016). In the absence of sufficient legal and institutional capacity, however, the activities in the oil, gas and mining sector can trigger major social, environmental and economic risks for all stakeholders, including government, industry and civil society (Balza and Espinasa 2015; Kemp, Worden and Owen 2017; Brereton and Parmenter 2006).
- 1.4.** Oil, gas and mining in LAC account for approximately 4% of regional GDP and approximately 50% of total exports but conditions for natural resource development remain imperfect: countries continue exploring opportunities to strengthen the sector's socioeconomic contribution and to mitigate potential negative socioenvironmental impacts.
- 1.5.** Latin America and the Caribbean (LAC) is the world's leading source of metals and its second most important source of oil. The development of LAC natural resources plays significant role in the performance of the regional economies. Still, experts and decision-makers still know surprisingly little about the precise channels through which extractive industries impact development outcomes (Manzano, 2014).
- 1.6.** Guyana has never been an oil producer, but in recent years ExxonMobil successfully drilled several deep-water exploration wells. The seafloor beneath Guyana's coastal waters contains one of the largest oil discoveries in recent years, and these discoveries place Guyana among the top 40 reserve holders in the world. This has profound implications for the country's economic development. If handled well, it could boost the overall standard of living for the country. If handled badly, it could make the current situation worse.
- 1.7.** Being new to the Oil and Gas (O&G) industry, Guyana is unprepared for the complexities and risks that lie ahead. This situation is understandable considering the novelty of the O&G industry in Guyana, and the consequent lack of experience, therefore much needs to be achieved rapidly to

increase the chances of optimal outcomes for Guyana.

- 1.8 The Government recently formed the Department of Energy (DE) within the Ministry of the Presidency to overlook the Government's interest in the Oil and Gas industry. This newly formed Department requires support as it improves its communication both internally and externally.

2. Objectives

The main objective of this consultancy will be to provide communications support to the Department of Energy in formulating and disseminating more and better information and information products as it relates to its work. The communications consultant will provide support to help the DE develop and implement its communications strategy and communication products to promote its work.

3. Key Activities

The communications Consultant/Firm will work in close collaboration with the Department of Energy and the IADB team to:

- Support the development of communication and outreach strategy for raising public knowledge and awareness on Guyana's oil and gas development, and the work of the DE on TV, radio, press, and internet. The consultant /firm is expected to consider Guyana's cultural and societal nuances in the development of all media products.
- Develop awareness raising materials for public stakeholders, including the media, academia and civil society, with the necessary information on the development of the oil and gas sector, and the policy and coordination work of the DE.
- Collaborate in designing and producing communication material for dissemination. This should include weekly and/or monthly newsletters, and online briefs.
- Provide technical support to the DE on generating media coverage of oil and gas issues, including supervising the production of editorial content and provide quality assurance.
- Build strong relations with media (national and international) including corporate contacts of individuals, groups, organizations and media outlets.
- Organize media coverage of the DE oil and gas activities/events (workshops, seminars, round-tables and presentations), as well as, preparation of press-releases, statements, interviews and media-kits where required.
- Identify innovative opportunities and new communications tools and platforms which can serve to highlight the oil and gas work of the DE.
- Support the regular update of DE website, as well as, social media accounts.
- Create and manage contacts database of all stakeholders participating in oil and gas review and outreach activities to ensure effective follow-up.
- Provide internal media and communications related training.
- Any other communications activities required by the DE.

4. Expected Deliverables and Outcomes

The consultancy shall prepare the following structure of deliverables:

- 4.1 Work plan which must include a detailed overview of key milestones as outlined in section.
- 4.2 Templates for the communication products to be used during outreach (including weekly and monthly newsletters, quarterly reports, and social media posting guide).
- 4.3 A mid-term report which would include an analysis of the communication needs of the DE, stakeholder database, and a detailed communications strategy identifying target groups, messages and media and timeframe for implementation.
- 4.4 Training session delivered to DE staff on communication strategy objectives and tools.
- 4.5 A final report

5. Supervision and Reporting

- 5.1. The following table summarizes the suggested program schedule:

Deliverable	Proposed dates
Workplan	April 2020
Templates for communication and outreach products	May 2020
Mid-term report (summarizing monthly activities)	August 2020
Training Session	August 2020
Final Report (summarizing monthly activities)	January 2021

6. Schedule of Payments

- 6.1. Quality of technical proposal, including quality of the proposed approach and methodology.
- 6.2. Understanding of, and responsiveness to, provided guidelines, namely, scope, objectives and desired outcomes.
- 6.3. Overall accordance between requirements and the proposal.
- 6.4. Relevant experience, skills and competencies, as showcased by a sound portfolio.
- 6.5. Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments.
- 6.6. Work will be accepted and approved by the IDB team, as defined in the Supervision and Reporting section of this document. This acceptance and approval will be communicated by the IDB via electronic mail (e-mail). Upon approval, payment tied to each deliverable will be released.

7. Other Requirements

- 7.1. The selected candidate/organization/consultant must deliver the reports described under section 4 in Word format to be approved by the IDB.
- 7.2. Reports must be submitted in English.

8. Supervision and Reporting

- 8.1. This consultancy will be under the supervision of Lenin H. Balza, Sector Specialist (INE/INE)
- 8.2. All deliverables shall be submitted to the IDBG.
- 8.3. Every report must be submitted to the Bank in an electronic file. Zip files will not be accepted as final reports, due to Records Management Section regulations.

9. Payment Schedule

- 9.1. Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advance payments under consulting contracts unless a significant amount of travel is required. The Bank wishes to receive the most competitive cost proposal for the services described herein.
- 9.2. The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of local currency payments.

Deliverable	% of total payment
Workplan	10%
Templates for communication and outreach products	10%
Mid-term report	40%
Training Session	20%
Final Report	20%