

## REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

**Selection # as assigned by e-Tool:** RG-T3519-P002

**Selection Method:** Simplified Competitive Selection

**Country:** Regional

**Sector:** Private Firms and SME Development

**Funding – TC #:** ATN/CO-17772-RG

**Project #:** RG-T3519

**TC name:** Experiential Learning of Cluster Development Best Practices in Small and Vulnerable Countries

**Description of Services:** The main objective of this consultancy is to support the implementation of the Saint Lucia Bee City Cluster Development Plan by creating a strong and consistent brand for Bee City Honey that would allow for greater access to international specialty honey markets.

**Link to TC document:** <https://www.iadb.org/en/project/RG-T3519>

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: **June 09, 2020, 5:00 P.M.** (Washington D.C. Time).

The consulting services (“the Services”) include, working in close collaboration with Export Saint Lucia and stakeholders in the honey sector over a 11-month period, to conduct relevant market research and, based on honey profiles provided, identify target markets for Saint Lucia Bee City Honey. The firm is then required to develop a brand and a marketing campaign for St. Lucia Bee City Honey to be launched and executed within the timeframe of the consultancy. The consulting firm will also provide technical assistance to the cluster members to develop market penetration plans that aid in their understanding of market access requirements and logistics for the identified target markets.

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: *Geovana Acosta (GEOVANAA @iadb.org) and Lisa Drakes (LISAD@iadb.org).*

Inter-American Development Bank

Division: Competitiveness, Technology and Innovation

Attn: *Ms. Geovana Acosta, Project Team Leader*

E-mail: *GEOVANAA@iadb.org*

Web site: [www.iadb.org](http://www.iadb.org)

### **Draft Summary of Terms of Reference**

\*The full version of the TOR will be provided at the RFP stage.

#### **Background**

The Cluster Development Plan (CDP) for the Bee City Cluster Project was completed over a three-month period in collaboration with Export Saint and local stakeholders. The cluster involving five Saint Lucian-based organizations was formed to enhance the competitiveness throughout the honey value chain:

- Export Saint Lucia – the lead organization within the cluster
- Ministry of Agriculture
- Mille Fleurs Honey Producers' Co-operative
- National Competitiveness & Productivity Council
- Saint Lucia Coalition of Services

The main purpose of the CDP is to develop a competitive Saint Lucian honey product that is targeted to a health-conscious niche market. The plan therefore focuses on achieving the following objectives:

- i. Product Development will entail the creation of a profile for high quality Saint Lucian Honey that is competitive in a health-conscious niche market;
- ii. Institutional strengthening and Capacity Building for cluster stakeholders in accordance with implementation of best practices to achieve a competitive honey product;
- iii. Domestic and International Market Development to successfully penetrate the identified niche export market, which would entail the development of a domestic and international marketing plan geared towards reaching the target customers.

#### **Objectives**

The main objective of this consultancy is to support the implementation of the CDP by creating a strong and consistent brand for Saint Lucia Bee City Honey that would allow for greater access to international speciality honey markets.

#### **Activities**

The consulting firm should perform all the activities needed to achieve the objectives, including but not

restricted to:

- Engage with cluster members and stakeholders to gain a comprehensive understanding of the CDP and the consultancy, and then develop a detailed workplan describing activities to be completed, timeline, outputs, people responsible, etc.
- Conduct market research including identification of export readiness of cluster players, market access requirements and product specification
- Provide technical assistance to at least 25 honey producers for the preparation of market penetration plans for the identified target markets
- Prepare a comprehensive Marketing and Brand Development Plan (including social media profiles)
- Develop Saint Lucian honey brand
- Launch a 6 months campaign for the branded Saint Lucian honey
- Prepare three (3) bi-monthly reports (every two months) on campaign activities and accomplishments