

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

Selection # as assigned by e-Tool: BA-T1063-P001

Selection Method: Simplified Competitive

Country: Barbados

Sector: ENVIRONMENT AND NATURAL DISASTERS

Funding – TC #: ATN/CO-17589-BA

Project #: BA-T1063

TC name: Strategic Roadmap for the Blue Economy in Barbados

Description of Services: Consultant Firm to help design a Stakeholder Sensitization and Communications Program

Link to TC document: click [here](#)

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: November 20th 2019, 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include *the design and develop a knowledge generation and dissemination strategy/campaign to increase awareness amongst private and public sector actors on the strategic importance of the Blue Economy for growth in Barbados. This will include disseminating information on the strategic direction the MMABE is taking to advance the Blue Economy agenda of Barbados. Estimated start time for this consultancy is March 2020 and it is expected to be completed over a period of 12 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.

Special requirements according to the Donor Trust Fund (DTF), if applicable.

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: Sara Valero (sarav@iadb.org), Gerard Alleng

gerarda@iadb.org) and/or Valarie Pilgrim (valariep@iadb.org). The Expression of Interest and the relevant information SHOULD NOT EXCEED TEN (10) PAGES (not including cover page, table of contents and annexes). Any additional files (if deemed necessary) are to be attached separately and be clearly marked as annexes.

Inter-American Development Bank

Division: *Climate Change Division (CSD/CCS)*

Attn: *Sara Valero Freitag, Climate Change Consultant*
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Draft Summary of Terms of Reference

The scope of services for this Terms of Reference will focus on the development of a Stakeholder Sensitization and information dissemination strategy/campaign and on supporting the dissemination of information on the strategic direction the MMABE is taking to advance the Blue Economy agenda of Barbados. The chosen firm will be responsible for coordinating all aspects related to the completion of this task, inclusive of all logistic aspects, with the approval of the IDB and government counterparts.

Key activities include:

1. Design and implementation of awareness raising campaigns inclusive of content and materials;
2. Development and organization (including all logistical arrangements needed) of workshops gathering key stakeholders for consultations, input and dissemination of findings as required by the activities carried out under the various components of the project; and
3. Development of strategic publications to disseminate the main findings of the project regarding blue growth for Barbados in collaboration with the teams working on other consultancies of the project. This activity will include formatting of documents, developing graphic designs, etc. to ensure reports and materials are ready to be publicized as well as supporting with the dissemination of such materials through various means including social media, conventional media, press releases, infographics, blogs, etc.
4. Communications plan/manual/toolkit that can be used for the development of a MMABE web presence as a supporting tool/facility for this project and longer-term blue economy development.

The firm should ensure that the proposed team of experts include personnel with advanced knowledge and working experience in the relevant areas of expertise required for this assignment:

- a. Team leader shall hold a Post graduate degree in Marketing and Communications or related discipline. At least 10 years of experience related to this assignment is required.
- b. Other key personnel must have at least 7 years of relevant experience and should include: (i) xpert

in Marketing and Branding; (ii) Expert in Communications (including social media) and Public Relations; (iii) Graphic designer; and (iv) Public Consultation specialist/Events planner.