

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

Selection # as assigned by e-Tool: RG-T2543-P001
Selection Method: Simplified Competitive Selection
Country: Regional
Funding – TC #: ATN/OC-14811-RG
Project #: RG-T2543
TC name: Caribbean Climate Smart Islands Program
Description of Services: Consultancy to develop and implement a marketing and communications strategy for the 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: *August 18th 2017 5:00 P.M.* (Washington D.C. Time).

The consulting services (“the Services”) include the execution of activities geared towards: (i) the design a communications strategy, including workshops, to disseminate the results of the program tailored for the different audiences of the project as well as to build capacity and awareness to ensure understanding and ownership of the proposed interventions; (ii) the review and make recommendations on the options for branding and/or certification of the pilot sites as climate resilient and/or low carbon destinations (preferably both); and (iii) the development and implementation of an action plan for the communications strategy in order to market the pilots sites (Harbour Island, Caye Caulker and Tobago) as low carbon and climate resilient tourism destinations. The estimated available budget for this consultancy is USD\$80,000 and the estimated term of the contract is twelve months from the hiring of the consulting firm/consortium.

Firms/consultants that have been involved or somehow are already involved in the early design and development of this project will not be eligible to participate in any consortiums nor to submit an expression of interest (EOI) for this or any other consultancy arising from this project. Firms that fail to follow this restriction may be eliminated from the selection process. EOIs are intended to identify those firms whose proposed team has the best skills and technical qualifications to carry out the activities described. The firms with the most competent professional team and experience will

be invited to submit a formal proposal. In particular, the IDB will give priority to consulting firms complying with the following:

(A) EXPERTISE. The proposed team leader shall hold a Post-graduate degree in Marketing and Communications or related discipline and proven experience in organization and facilitation of events/workshops/consultations/etc. Other key personnel shall demonstrate knowledge in tourism, marketing and branding, and graphic design. The list of key personnel must include:

- i. Expert in Marketing and Branding (proven experience in Tourism or Sustainable Tourism will be considered an asset);
- ii. Expert in Communications (including social media) and Public Relations; and
- iii. A Graphic designer.

(B) EXPERIENCE. The firm must have no less than 5 years of legal constitution; have experience managing consulting contracts over USD\$80,000 a year and document experience in branding, marketing, design, cross-cultural communications and public relations; local field experience and local team members in the Caribbean, and a clear understanding of climate change, sustainable tourism and/or any related field will be considered an asset.

(C) LANGUAGES: English.

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.

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 to establish 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. The Expression of Interest containing all the relevant information SHOULD NOT EXCEED TEN (10) PAGES. Any additional files are to be attached separately and be clearly marked as annexes.

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 Freitag (sarav@iadb.org) by August 13th 2017 5pm (Washington DC time). Questions and answers will be compiled and shared with all firms expressing interest in time for the deadline of August 18th 2017.

Inter-American Development Bank
Division: CCS
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DRAFT SUMMARY OF TORs

The objective of this consultancy is to (i) design a communications strategy, including workshops, to disseminate the results of the program tailored to the different audiences of the project as well as to build capacity and awareness especially among communities to ensure understanding and ownership of the proposed interventions; (ii) review and make recommendations about the options for branding and/or certification of the pilot sites as climate resilient and/or low carbon destinations (preferably both); and (iii) to develop and implement an action plan for the communications strategy in order to market the pilots sites (Harbour Island, Caye Caulker and Tobago) as low carbon and climate resilient tourism destinations.

The specific activities to be undertaken for this consultancy are as follows:

- i. Design and implementation of a communications strategy (retro planning, marketing actions and media), including workshops (at least 3 – one per country) and all related content, to disseminate the results of the program. Workshops should be tailored for the different audiences of the project (governments, private sector, tour operators, travel agencies, etc.) and aim at building capacity and awareness, especially among local communities, as well as to understand and engage in the proposed interventions in the Mitigation and Adaptation Components.
- ii. Review and make recommendations on the options for branding and/or certification of the pilot sites as climate resilient and/or low carbon destinations (preferably both). This activity is expected to lead to the use of the “climate resilient” and “low carbon” stamps as a brand for these destinations that will allow them to be differentiated from the rest of the tourism market by targeting and attracting a whole different segment and type of tourists. This activity will also explore similar existing climate resilient and low carbon certifications and/or branding efforts that may exist in different parts of the world. If these certifications and/or branding efforts do not exist as yet, the firm will be expected to design marketing/branding materials and a marketing/branding strategy to start promoting these types of tourism destinations.
- iii. Design and implement an action plan for the strategy developed in activity (i) to advertise and market the pilot sites (Harbour Island, Caye Caulker and Tobago) as low carbon and climate resilient tourism destinations.