



ORGANISATION OF EASTERN CARIBBEAN STATES

REQUEST FOR EXPRESSIONS OF INTEREST

NAME OF PROJECT - OECS REGIONAL HEALTH PROJECT
GRANT NO.: D513

Assignment Title: Consultancy for the Development of a Communications Strategic Plan and Campaign to Support the Acceptance of the OECS Unique ID System

Reference No. LC-OECS COMMISSION-148809-CS-CQS

The Organisation of Eastern Caribbean States (OECS) has received financing from the World Bank toward the cost of the OECS Regional Health Project, and intends to apply part of the proceeds for consulting services for the Development of a Communications Strategic Plan and Campaign to Support the Acceptance of the OECS Unique ID System.

The core objective of this assignment is to develop a communications strategic plan and campaign to support the successful implementation of the OECS Unique ID for the four OECS Protocol Member States. To achieve the core objective, the Consulting Firm will have to take into consideration the existing body of work, initiatives, and projects at both the national and regional levels related to the development/implementation of the OECS Unique ID System. Moreover, the Consulting Firm will have to pay close attention to the cultural, political, social, language and economic nuances in each of the Protocol Member States to develop national specific communications strategies.

The OECS now invites eligible consulting firms (“Consultants”) 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. The minimum required qualifications and experience are listed in section 6.0 of the TOR below.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 and revised in November 2017 and August 2018 (‘Procurement Regulations’), setting forth the World Bank’s policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment:

Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interests of the Borrower. Without limitation on the generality of the foregoing, Consultants shall not be hired under the circumstances set forth below:

- a) a firm that has been engaged by the Borrower to provide Goods, Works, or Non-consulting Services for a project (or an affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm), shall be disqualified from providing Consulting Services resulting from, or directly related to, those Goods, Works, or Non-consulting Services. This provision does not apply to the various firms (Consultants, contractors, or suppliers), which together are performing the contractor's obligations under a turnkey or design and build contract;
- b) a firm that has been engaged by the Borrower to provide Consulting Services for the preparation or implementation of a project (or an affiliate that directly or indirectly controls, is controlled by, or is under common control with that Consulting firm), shall be disqualified from subsequently providing Goods, Works, or Non-consulting Services resulting from, or directly related to those Consulting Services. This provision does not apply to the various firms (Consultants, contractors, or suppliers), which together are performing the contractor's obligations under a turnkey or design and build contract;
- c) neither a Consultant (including personnel and sub-consultants), nor an affiliate (that directly or indirectly controls, is controlled by, or is under common control with that Consultant), shall be hired for any assignment that, by its nature, creates a conflict of interest with another assignment of the Consultant;
- d) Consultants (including their experts and other personnel, and sub-consultants), that have a close business or family relationship with a professional staff of the Borrower, or of the project implementing agency, or of a recipient of a part of the Bank's financing, or any other party representing or acting on behalf of the Borrower, that is directly or indirectly involved in any part of:
 - i. the preparation of the TOR for the assignment;
 - ii. the selection process for the contract; or
 - iii. the supervision of the contract, may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract.

To obtain the maximum degree of comparison among Expressions of Interests (EOIs) and facilitate the evaluation process, the EOI should be a maximum of 40 pages and include the following information included below:

- **Title page with name of firm submitting the EOI:** should contain name of firm (or joint venture and/or a sub-consultancy, if applicable), address, email, telephone, name of contact person and date of submission.
- **Expression of Interest:** including the firm's general and specific experience, pool of experts etc.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the Consultants' Qualification selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours *08:30 a.m. – 4:00 p.m. (0830 to 1600 hours)*.

Organisation of Eastern Caribbean States
OECS Regional Health Project
P.O. Box 179
Morne Fortune
Castries
Saint Lucia
TEL: +1 758-455-6349/68
E-mail: procurement@oecs.int

An electronic copy of the Expressions of Interest must be sent by February 4, 2022 to:

Yasmine Anatole, Procurement Officer

At the following email address:

procurement@oecs.int

copied to: faith.hjnbaptiste@oecs.int

clarence.henry@oecs.int

The email submissions should include the name and address of the Consulting Firm/Joint Venture and shall be clearly marked in the subject line as “**Expression of Interest – Consultancy for the Development of a Communications Strategic Plan and Campaign to Support the Acceptance of the OECS Unique ID System**”.

The Terms of Reference for this consultancy is provided below.

TERMS OF REFERENCE

Consultancy for the Development of a Communications Strategic Plan and Campaign to Support the Acceptance of the OECS Unique ID System

BACKGROUND

Approved in August 2019, the OECS RHP is a five-year World Bank financed project implemented by six entities including Saint Lucia, Dominica, Grenada, Saint Vincent and the Grenadines (SVG), Caribbean Public Health Agency (CARPHA) and the OECS Commission. The project supports activities across four components:

- (i) Improved Health Facilities and Laboratory Capacity,
- (ii) Public Health Surveillance, Preparedness and Response,
- (iii) Institutional Capacity Building, Project Management and Coordination, and
- (iv) Contingent Emergency Response Component (CERC).

The objective of the Project is to (i) improve preparedness capacities of health systems for public health emergencies in the OECS region, and (ii) provide a response in the event of eligible crises or emergencies.

A OECS Unique Identifier will significantly contribute to the ease of movement of health human resources and patients during health emergencies. A detailed action plan was prepared for the implementation of the OECS Unique ID under the OECS Regional Health Project and a key action area identified in this Plan is the need for a detailed communications strategy. The project is also currently facilitating a review of existing legislation and policies at both the national and regional levels and design where necessary to support the implementation of the OECS unique ID system.

The Multi-Purpose Identification System (MPID), a sub component of the Electronic Government for Regional Integration Project (EGRIP), was not fully implemented in the four (4) identified Protocol Member States, in the post-2010 period. An initial review of the implementation status of the MPID by the OECS Commission in March 2019 revealed that the lack of a robust communications strategy plan contributed to the limited success. The OECS Unique ID will require voluntary enrolment of citizens in each Protocol Member State. The enrolment process will require citizens to voluntarily provide biometrics in an effort to verify each person in the population registry to be developed. Given that population registers do not exist in either of the beneficiary Member States, the mass enrolment of citizens will be a significant undertaking that will require the proper planning and communications.

Based on previous experience, there is a need to communicate the key benefits to be derived from the OECS Unique ID System. The OECS Unique ID will strengthen the civil registry processes nationally, creating an electronic process with capacity to allow for the interoperability of the civil registry system with other national agencies that issue IDs e.g. electoral office, driver's licensing authority, social security agencies and immigration and passport office, to name a few. It will improve citizens' capacity to engage in business transactions within the national and regional economies. It will also advance the movement of persons within the Eastern Caribbean Economic Union (ECEU).

Following the ratification of the Revised Treaty of Basseterre (RTB) which established the ECEU or the OECS Economic Union, in January 2011, the OECS Authority, in 2011, approved the use of picture identification cards issued by a Protocol Member States (PMSs) as legitimate documents for entry and departure within the OECS Economic Union Area (EUA). The OECS Unique ID system will allow for the issuance of a digital ID (with a single unique identifier) that will strengthen the security of the use of ID cards for travel throughout the EUA and will allow for greater access to essential public services such as education and health care for citizens of Protocol Member States, their spouse and dependents.

The development and implementation of a robust communications strategic campaign with a focus on the issues identified above to help inform OECS citizens and influence their participation in the roll-out of the OECS Unique ID System.

2.0. PURPOSE OF THE CONSULTANCY

The core objective of this assignment is to develop a communications strategic plan and campaign to support the successful implementation of the OECS Unique ID for the four OECS Protocol Member States.

To achieve the core objective, the Consulting Firm will have to take into consideration the existing body of work, initiatives, and projects at both the national and regional levels related to the development/implementation of the OECS Unique ID System. Moreover, the Consulting Firm will have to pay close attention to the cultural, political, social, language and economic nuances in each of the Protocol Member States to develop national specific communications strategies.

3.0. SCOPE OF SERVICES AND DELIVERABLES

The components of the assignment are:

1. To review the OECS Unique ID Action Plan and other relevant documents that will inform the development of a communications strategic plan.
2. To consult a wide network of stakeholders at the OECS Commission and in each Protocol Member State including: Civil Registry, Health, Electoral Commission, Immigration, Community Development Departments, National Youth Councils and other youth-based organisations, faith-based organisations, community development groups; to guide the development of the communications campaign, materials and tools for adaptation and use. This process should involve the assessment of country-specific knowledge, attitudes, culture, dialect and perception or behavior (KAP/B).
3. Identifying opportunities and risks, and possible approaches to address them.

4. Recommend and develop a detailed communications plan guided by the KAP/B report, aimed at achieving the objectives detailed above. The plan should include strategic activities and an activity calendar to support the implementation of the OECS Unique ID campaign. It should also include an intense campaign to build strong and positive brand awareness, including a social media strategy. Customized messaging and aesthetics for varied audiences and country specific campaign materials are required. The activities calendar should clearly outline the following:
 - The activities/ promotional item
 - The target audience/ main stakeholders
 - The key objective
 - The messages to be communicated
 - The means of communication
 - The timeline and frequency
 - Resources required
 - Estimated cost for each activity
5. Develop and produce communications materials and tools (as per the approved communications plan) for use, dissemination, and where appropriate, adaptation by the OECS Commission and within each Protocol Member State. This should include: branding guidelines, a tagline, video and audio advertisement and outdoor media.
6. Preparation of user information and directions for use and/or adaptation where necessary.
7. Assist with the production and media placement for planned activities, as outlined in the communications plan.

Specific Responsibilities and Tasks

3.1. In particular, the Consultant shall perform and be responsible for all the services described below. The Services shall include, but not be limited to the following:

- (i) Consult with the OECS Unique ID Regional Implementation Team towards that development of an Inception Report;
- (ii) Consult with stakeholders in each Protocol Member States and produce a consolidated report on the outcome of the consultations;
- (iii) Prepare a detailed communications plan with costed options, developed on the basis of the outcome of the consultations with Member States; and
- (iv) Develop communications materials and tools for use in all forms of media inclusive of radio, television, print (newspapers & posters), and social media platforms.

- (v) Coordinate print and media placement for planned activities, where applicable and as approved in the communication plan.

4.0. DURATION OF THE ASSIGNMENT

The Assignment is expected to be undertaken within seven (7) months or 105 working days and is scheduled to be conducted between July 2022 to January 2023. Further, the Consulting Firm shall:

- (i) Take all the necessary steps to ensure that the entrusted task is executed within budget and on schedule in accordance with the established Terms of Reference;
- (ii) Undertake to perform the task in accordance with the Terms of Reference and according to standards acceptable to the client.

The allocation of days per activity is to be agreed.

5.0. DELIVERABLES

The Consulting Firm will be required to deliver the following for submission to the Coordinating Team at the OECS Commission:

ACTIVITIES	DELIVERABLES	# of DAYS	% PAYMENT
1.	Inception Report with a timeframe for each activity	5	10%
2.	Consultation Report following consultations with stakeholders in the Member States	30	20%
3.	Detailed Communications Strategic Plan	20	20%
4.	Draft Version of Communications Materials and Tools	30	20%
5.	Final Version of Communications Campaign	10	10%
6.	Final Report following Print Coordination and Media Placement.	10	20%
	TOTAL	105	100%

6.0. SELECTION REQUIREMENTS

The Consulting Firm shall have key experts who possess a range of skills and qualifications in order to successfully undertake the assignment. As such, the Consulting Firm shall have experts with the following or equivalent qualifications and experience:

Key Experts

(1) Graphic Design Specialist:

- (i) At least seven (7) years of experience working as a graphic designer;
- (ii) Demonstrated competence in the design and production of products similar to the needs, size and complexity of this assignment;
- (iii) Demonstrated experience in developing communications tools and assets for change management campaigns.
- (iv) Demonstrated experience in developing communications tools for social media campaigns; and
- (v) Experience in working within the OECS and/or CARICOM would be an advantage.

(2) Communications Specialist:

- (i) Master's degree in communications/media, information management, journalism, media for social and behavioural sciences, marketing or related area;
- (ii) At least seven (7) years of proven experience in the development and implementation of marketing and communications strategies, tools and materials;
- (iii) Knowledge and proven experience in media production, communications techniques and dissemination methods, including creating messages and products targeting various audiences;
- (iv) Demonstrated ability to conduct market research using various means, and from diverse audiences.
- (v) Understanding of inter-agency dynamics, the ability to work effectively with a variety of stakeholders and use techniques to mobilize their support;
- (vi) Excellent written and oral communications skills;
- (vii) Proven experience in working with the media in at least two OECS Member States would be an advantage;
- (viii) Language: Fluency in written and spoken English is required; and
- (ix) Knowledge of/Fluency in French Creole will be an asset.

The Consulting Firm in general:

- (i) Not less than five (5) years of overall consulting experience in the development and implementation of communications strategic plans;
- (ii) Demonstrated experience in producing high-quality graphic designs and multimedia production;
- (iii) Experience in, and aptitude for, implementing campaigns in multiple countries and ensuring the appropriate tailoring of messaging and products for different audience is desirable;
- (iv) Experience in developing campaigns for inspiring behavioural change will be an advantageous.
- (v) Extensive knowledge of the media environment in the Caribbean;

- (vi) Experience working with development and/or government agencies would be an advantage;
- (vii) Experience working in the OECS and/or CARICOM would be an advantage.

7.0. REPORTING REQUIREMENTS

A Project Coordinating Team comprising the following OECS Divisions/Units inclusive of Regional Integration, Human and Social Cluster, Information Technology, Legal, Procurement, and Communications Units will have oversight of the work of the Consulting Firm. The Project Coordinating Team along with the OECS Unique ID Regional Implementation Team will provide technical guidance, advice and operational oversight in guiding the Consulting Firm towards the accomplishment of the assigned tasks.

In the conduct of work, the Consulting Firm shall cooperate fully with the relevant departments and Units of the OECS Commission, Government Ministries, Departments and Agencies and other key stakeholders in each Member State.

All reports should be submitted in Microsoft Word and PDF formats. Copies of high-resolution graphics should also be submitted in png, jpeg, and/or pdf formats.

In addition to the reports and documents outlined in Section 5.0 Deliverables, the contracted firm will also report monthly to the Project Coordinating Team. Payment will be remitted subject to the approval of deliverables by the Project Coordinating Team and based on the Consultant's price proposal and agreed payment schedule.