



**Caribbean Regional Communications Infrastructure Program
(Report No. 68009-LAC, IDA Credit 5117-LC)**

Assignment Title: Communications Consultant

BACKGROUND

Given the need to improve the use of ICT /ITES in Saint Lucia the Government of Saint Lucia sought financing from the International Development Association (World Bank) towards the implementation of the Caribbean Regional Communications Infrastructure Program (CARCIP) (the “Project”). A component of the Project is Regional Connectivity Infrastructure and ***includes the implementation of a broadband infrastructure (GWAN) under Public for Private Partnership (PPP) arrangements.*** To this end, The Government of Saint Lucia has contracted Digicel OECS to undertake the build out of a Government Wide area Network. Digicel required to Design, Finance, Build, Operate and Transfer the infrastructure (DFBOT) after the referenced period. This arrangement requires extensive collaboration and consultation with the public sector and private sector, citizens and the service provider DIGICEL.

Through this investment the GOSL is expected to realize social and economic benefits for its citizens including improved health care, quality education through improved pedagogy, improvement in the quality of life of citizens and economic growth (in tourism and operations of the Government) and reduction in telecommunications costs. The infrastructure is expected to facilitate the development of national and cross-border infrastructure, enhance terrestrial broadband backbone networks to reduce communications infrastructure gaps and cost, including the establishment of a high speed broadband backbone network to connect major populated areas to existing regional broadband

networks, increase cross-border connectivity; enhance the existing government intranet (virtual private network/ UCS) to facilitate connectivity of public agencies and facilitating regional and local interconnection of internet traffic.

This buildout contract under PPP arrangements can be considered as the first of its kind for the GOSL and as a pilot for the region. Recognizing this Stakeholder Buy-in and Public Awareness is paramount given the significant cost to the GOSL and the anticipated benefits. Given this, the Department of Public Service, implementing agency for the project, seeks to engage the services of a **Communication Consultant** to develop a Public Information and Awareness Campaign for roll out of the system.

OBJECTIVES OF THE ASSIGNMENT

The overall objective of the Public Information and Communications Campaign is to:

- Educate and generate awareness of the broadband infrastructure among the various stakeholder groups and civil society, on the scope and purpose of the project including identifiable risks, ways to mitigate those risks, and possible ways to enhance economical and social benefits;
- Provide a mechanism through which the views, concerns and recommendations of the stakeholders including civil society and private may be considered, especially from an economic and social perspective.
- Forge linkages with other communication activities aimed at creating public awareness in ICT

The specific objectives and the main focus of the Campaign will be to:

- Provide basic information and benefits of the Broadband Infrastructure in schools, communities, health services, security and other key sectors.
- Formulate and develop messages and resources as part of a comprehensive media strategy to increase the public's understanding of the Broadband Infrastructure upgrade.
- Inform and develop tools that may be used to manage stakeholders expectations as well as for leverage other ongoing initiatives such as the open spatial data platform, national data spatial infrastructure and the health systems strengthening project
- Provide information expectations and benefits to be derived from the investment, objectives and timelines for implementation of the

broadband contract and new approaches that will be derived from this investment.

- Prepare information packages specifically for Cabinet, Parliamentarians
- Provide feedback to policy makers of the public's perceptions, expectations and concerns regarding the introduction of new technologies in schools, communities, government agencies

SCOPE OF SERVICES

The Communications Consultant shall adopt a systematic and phased approach in conducting the campaign, in light of the potential social transformational nature of such a Project. Additionally, the Communications Consultant shall be responsible for developing and executing the campaign. Execution of activities will be based on approval from GOSL.

The Communications Consultant shall:

1. Conduct **Public Opinion Research** (both qualitative and quantitative) at critical stages during the course of the implementation of the broadband contract. The following phases are deemed necessary for the conduct of the research:
 - a. **The Build Phase:** The Consultant shall conduct a baseline survey of a representative cross-section of stakeholder groups to test assumptions concerning the Project the use of ICT's in Saint Lucia. This would be used as a benchmark against which progress can be measured and which will serve as input for the development of promotional materials;
 - b. **The Implementation Phase:** The Consultant shall develop and pre-test the promotional materials with a view to determining whether the materials communicate the intended message;
 - c. **Monitoring and Evaluation Phase:** The Consultant shall monitor and report on the views, expectations and concerns of key stakeholders in terms of their understanding of the CARCIP Project.
2. Develop **Mechanisms for Consensus Building:** The Consultant is also required to develop strategies for consensus building, ensuring that stakeholder views are equally respected and

considered. An important component of consensus building is information sharing. Consequently, the Consultant shall:

- Conduct workshops, for widespread engagement of stakeholders, education about the proposed project, and gauge public interest and opinion on key issues;
 - Provide the opportunity for all members of the community to understand the goals, scope and benefits of the Project.
3. Based on the findings of the public opinion research and the mechanisms for consensus building, the Consultant shall draft a preliminary public information and dissemination campaign strategy and plan for the Project.
 4. In collaboration with the Department of the Public Service (DoPS), The DoPS Communications Specialist and the CARCIP Project Coordinator, finalize the public information and communications campaign strategy and plan for the Project.
 5. Carry out all communications activities identified in the strategy and plan to include:
 - Develop consistent set of messages about the investment
 - Conduct stakeholder workshops to educate the public and to obtain public comments
 - Conduct public consultations including press conferences, roundtable discussions (minimum two), planned events, public service announcements, press briefings and news conferences to determine beneficiaries expectations and to adjust strategies as necessary;
 - Prepare a tagline about the investment;
 - Prepare public information materials including Q&As, a jingle in both English and Kweyol that will be used for radio and television public service announcements;
 - Prepare bimonthly radio and television advertisements (English and Kweyol) to facilitate the dissemination of information on the Project;
 - Prepare information kits, slogans, messages that can be used for dissemination and build awareness in schools, communities, health services, security and other key sectors.
 - Review strategies and tools used and update accordingly to manage stakeholders expectations as well as for leverage other ongoing initiatives such as the open spatial data platform, national data spatial infrastructure and the health systems strengthening project

- Prepare information packages specifically for Cabinet, Parliamentarians and make presentations (at least two) to Cabinet and senior government officials
- prepare and issue bimonthly newsbriefing in print or using social media for dissemination of achievements and challenges, impact and benefits derived (impact of the UCS, cost savings etc)
- Liaise with all relevant Agencies in the course of implementation, as well as external consultants undertaking work on the various components of initiatives
- Prepare tools that may be used for community engagement, citizen participation
- Produce the following in consultation and collaboration with the Department of the Public Service:
 - A. Broadcast Materials
 - B. Branding Material
 - Tagline
 - Logo
 - Audio and Visual Products
 - Jingle

The Consultant will be responsible for writing the lyrics for the jingle and the lyrics will provide the various target audiences and the public at large, information on the geothermal project. Following the approval of the scripts and concept by the Department of Public Service, the Consultant will work with highly experienced and competent crews and technical experts and talent as necessary, to deliver and execute the jingle. The production studio selected for editing must be capable of producing broadcast quality productions and, to this end, fitted with professional microphones and headphones, sound mixer/speakers and professional digital editing facilities with high quality acoustical design.

- One radio advertisement/ Public Service announcement (15-30 seconds) in English and Kweyol
- One television advertisement (15-30 seconds) in English and Kweyol
- The Consultant will be responsible for the preparation of the script and video and recordings. The script, recording and videos should present accurate and up to date information in an engaging and easy to follow manner. In developing the video, the Consultant

will set out the visual approach, ensuring that the video can generate high appeal to all stakeholders. The Consultant is responsible for collection of all required footage for use in video and conducting all necessary interviews.

The Consultant will be required to submit the script to the Department of Public Service. Once the scripts are approved, the Consultant will prepare a first cut of the video and recording for review and comment by the Department. The Consultant will make relevant revisions to the video based on comments received from Department, until the video is approved.

The Consultant will be required to deliver the final approved products in the following specified formats and quantities:

- Ten (10) original in digital/ electronic media, each containing the jingle
- Twenty (20) copies digital /electronic media, each containing the jingle

B. Promotional Materials to include but not limited

- Brochures (for distribution to communities, government agencies etc)
- Key messages (for advertising, education)
- Online presence e.g. Social Media, Websites/Blogs

The final list of deliverables and timing for delivery will be finalised during a preliminary planning meeting.

All designs, scripts, videos and documents produced under the assignment is the sole property of the Client and use of these designs or any deliverables developed under this assignment for any other project whether similar in nature requires expressed approval by the Client. Designs should be submitted in a form editable by the Client. Designs should also be submitted in electronic /digital means and be properly cataglogued/ indexed / labelled. Submission shall include an index naming and describing each file.

REPORTING REQUIREMENTS AND DELIVERABLES

In addition to the expected outputs of the assignment, the Consultant shall submit the following deliverables in accordance with the agreed timelines:

Inception Report and Updated Work Plan

- The Consultant will prepare an Inception Report prior to the kick off meeting to be held within two weeks of contract signature. The Inception Report will include a Work Plan for the activities described in the Scope of Services. The Inception Report will include the draft message for the government. The kick off meeting will be held with the Department of Public Service, PCU and Digicel. The Inception Report will be revised to reflect any comments or revisions that may arise during the kick off meeting;
- The Consultant will prepare draft materials for two public workshops and meetings. The Consultant shall submit the materials within 4 weeks of contract signature.
- The proposed jingle and radio advertisements will be submitted for review and comments according to the schedule defined in the Inception Report or as revised by the Client.
- A report on the findings of the public opinion research with recommendations for the Public Information and Dissemination Campaign strategy and activities based on these findings. This report is to be submitted within five (5) weeks of commencement of the assignment;
- An updated Implementation Plan including a budget for the programme activities. The plan must also include evaluation indicators by which to measure impact and effectiveness against the stated objectives. This plan is to be submitted within six (6) weeks of commencement of the assignment;
- Bimonthly status reports submitted to the CARCIP Project Coordinator on implementation of the plan, including media monitoring reports;
- Final report on the Public Information and Communications Campaign. This report is to be submitted within two weeks following the end of the contract.

DURATION OF THE ASSIGNMENT

The campaign involves a level of effort of fifteen (15) person-months spread over a six month period. It is anticipated that the assignment will commence in July 2019. An assessment of the performance of the consultant will be undertaken to determine services beyond the contract term.

Working Arrangements

The Consultant will be supervised by the CARCIP Coordinator with support provided by the Technical Working Team. The CARCIP Coordinator will provide the necessary instructions to the Consultant consistent with direction provided by the Client.

Client's Responsibility

- i) Ensure timely review of the reports submitted by the Consultant and within the stipulated duration stated in the Terms of Reference.
- ii) Initiate the consultation and co-operation of other agencies required to provide support to the consultant for realization of the relevant aspects of the assignment.
- iii) Facilitate access to sites for effective delivery of the assignment.
- iv) Circulation of all reports.
- v) Monitoring and evaluation of the campaign

Consultant's Responsibility

- i) The Consultant shall submit at the outset the expected outputs, as well as ensure their timely submission to the Client for review.
- ii) Be responsible for the supervision of its technical staff including providing all office space, equipment, materials, accommodation, office requirements and transportation.
- iii) Shall engage the appropriate qualified and experienced technical and administrative staff and other resources necessary to undertake the services.
- iv) Execute the services in accordance with the laws, customs and practices of Saint Lucia.

QUALIFICATIONS, REQUIREMENTS AND PERFORMANCE CRITERIA

In general, the Consulting Firm shall have:

- At least five (5) years of consulting experience in the areas of mass communication, and developing, implementing and disseminating public information, and must demonstrate experience in reaching diverse audiences;
- At least one successfully completed similar assignment during the past three (3) years; that is, an assignment involving the development of a communications campaign, promotional materials for print, broadcast and public outreach.

The Consultant shall propose a multidisciplinary comprising the following with the qualifications and experience as stated.

Position	Minimum Qualifications and Experience
Team Leader/Senior Communications Officer	At least a Bachelor's degree in Mass Communications or other relevant qualification. Plus Five years' experience undertaking similar assignments
Media Planner	At least five years' experience in communications and media studies. Five years' professional experience relevant to the campaign.
Community Education Outreach Officer	At least five years' experience in public relations. At least five years' experience working in rural and urban communities in an outreach setting

The Team proposed should also meet and demonstrate the following requirements:

- Experience in analyzing data to inform audience targeting and messaging;
- Experience in translating complex technical information into language that can be understood by the respective stakeholders;
- Experience in drafting scripts for radio and television broadcasting purposes in both English and Kweyol;
- Experience in crafting lyrics and writing and producing music suitable for radio and television transmission;

- Ability to conceptualize and produce advertisements for radio and television that appeal to broad and varied audiences, including experience in:
 - Still photography
 - Video production
 - Audio production
- Ability to convey complex messages in a format that is memorable, entertaining and easily comprehensible;
- Experience working with various publics;
- Overall competence regarding consistency in producing high-quality broadcast materials and designs and in collaborating with clients in a professional and timely manner.

The team must have complimentary skills in communications, media strategy and media planning and must be fluent in both English and Kweyol.

