



Organisation of Eastern Caribbean States



REQUEST FOR EXPRESSIONS OF INTEREST

Organisation of Eastern Caribbean States Caribbean Digital Transformation Project (CARDTP)

Grant No.: IDA – D6520

Assignment Title: Consultancy Services for the Development and Implementation of the Communications Strategy to Support the Public Awareness Campaign for the Eastern Caribbean Telecommunications Authority

Reference No.: *LC-OECS COMMISSION-335970-CS-CQS*

The Organisation of Eastern Caribbean States (OECS) Commission has received funding from the World Bank toward the cost of the Caribbean Digital Transformation Project (CARDTP) and intends to apply part of the proceeds for Consultancy Services for the Development and Implementation of the Communications Strategy to Support the Public Awareness Campaign for the Eastern Caribbean Telecommunications Authority.

The objective of the consulting services (“the Services”) is to support the Directorate of Eastern Caribbean Telecommunications Authority (ECTEL) in the implementation and rollout of a suite of marketing, communications and event planning activities for initiatives being pursued in relation to the EC Bill Education and Public Relations Campaign and general Public Relations efforts to augment the work of the Directorate. The campaign will also raise the overall awareness of the role of ECTEL as leaders in the regulation of electronic communications for the five Member States. The assignment is expected to be undertaken over a period of one (1) year.

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 of Terms of Reference (TOR). The details of the services required are available in the TOR which is available on the official website: www.oecs.org or can be obtained at the address given 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, Fourth Edition, November 2020 ('Procurement Regulations'), setting forth the World Bank's policy on conflict of interest.

To obtain the maximum degree of comparison among Expressions of Interests (EOIs) and facilitate the evaluation process, the EOI should be a maximum of 30 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 to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

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).

Ms. Jenna Flavien
Procurement Officer
Caribbean Digital Transformation Project
OECS Commission
Morne Fortuné
P.O. Box 1383
Castries
Saint Lucia
Telephone: 758-455-6424/285-1980
Email: procurementbids@oecs.int

Copied to:

Mr. Imran Williams, *imran.williams@oecs.int*

An electronic copy of Expressions of Interest are to reach the OECS Commission by **May 26, 2023** addressed to:

Ms. Jenna Flavien, Procurement Officer
At the following email address:
procurementbids@oecs.int
copied to imran.williams@oecs.int

The email submissions should include the name and address of the Consultant and shall be clearly marked in the subject line as **“Expression of Interest – Consultancy Services for the Development and Implementation of the Communications Strategy to Support the Public Awareness Campaign for the Eastern Caribbean Telecommunications Authority”**.



Caribbean Digital Transformation Project

IDA – D6520

Scope of Services
Terms of Reference

Consultancy Services for the Development and Implementation of the Communications Strategy to Support the Public Awareness Campaign for the Eastern Caribbean Telecommunications Authority

May 2023

1.0 BACKGROUND

The OECS Commission and the Governments of Grenada, Dominica, Saint Lucia, and St. Vincent and the Grenadines are implementing a digital transformation project, financed by the World Bank Group. The Caribbean Digital Transformation Project (called “project” going forth) comprises four components that address key bottlenecks and harness opportunities to develop the Eastern Caribbean Digital Economy as a driver of growth, job creation and improved service delivery. It aims to –

- ensure that every individual and business within the region is empowered with ~~the~~ access to broadband, digital financial services, and skills needed to actively participate in an increasingly digital marketplace and society;
- leverage public sector modernization and digitization to improve service delivery and to drive creation of a digital culture across the region;
- support the improved management of digital risks, by bolstering cybersecurity policy, capacity, and planning tools in the region;
- facilitate technology adoption to improve productivity of flagship industries and create demand for digitally enabled jobs; and
- foster regional integration and cooperation to capture the economies of scale and scope required to increase impact and value for money of the project interventions and to create a more competitive, seamless regional digital market to attract investment and provide room for growth of digital firms.

One component of the project focuses on Telecommunications: Legal and Regulatory Environment, Institutions and Capacity. This sub-component, under the technical leadership of the Eastern Caribbean Telecommunications Authority (“ECTEL”), supports greater telecoms sector competition, affordability and service quality across the region as well as enhancing resilience and emergency response capabilities for critical communications infrastructure. It will support modernization of the legal, regulatory and institutional frameworks governing the telecoms sector and the capacity to implement them at regional and national level.

ECTEL is the regulatory body for telecommunications in its five Member States¹. It was established on 4th May 2000, by Treaty signed in St. George’s, Grenada which was amended by Protocol Amendment dated 5th December 2019. The primary purposes of ECTEL are to promote market liberalization, a universal service, fair pricing, fair competition practices, the introduction of advanced telecommunications technologies and an increased range of services in the Contracting States.

The Telecommunications Acts which emerged from the ECTEL treaty over two decades ago is being replaced by the new Electronic Communications Bill (EC Bill). The EC Bill includes, among other things, provisions to broaden the scope of regulations from telecommunications to Electronic Communications, and to address matters including but not limited to the preservation of an open Internet with the adoption of Net Neutrality provisions, the establishment of the National Telecommunications Regulatory Commissions (NTRCs) as body corporates, the setting up of a

¹ Commonwealth of Dominica, Grenada, Federation of St. Kitts and Nevis, Saint Lucia and St. Vincent and the Grenadines

tribunal independent of the NTRC, to hear unresolved disputes between licensees and customers, and the inclusion of more penalties for breach of the legislation. To date, two (2) Member States have passed the EC Bill, the Federation of St. Kitts and Nevis on 18th February 2021 and St. Vincent and the Grenadines on 24th October 2022. Therefore, ECTEL and all stakeholders must be strategic in their efforts to ensure the passage of the EC Bill in all Member States and its effective enforcement to truly develop the digital economies of the region.

2.0 OBJECTIVE

Main Objective

To support the Directorate of ECTEL in the implementation and rollout of a suite of marketing, communications and event planning activities for initiatives being pursued in relation to the EC Bill Education and Public Relations Campaign and general Public Relations efforts to augment the work of the Directorate. The campaign will also raise the overall awareness of the role of ECTEL as leaders in the regulation of electronic communications for the five Member States.

The communications campaign is aimed to generate interest among the following key target groups:

- Governments of ECTEL Member States
- Students
- Businesses
- Private sector bodies and associations
- Public sector bodies and institutions
- Electronic communications licensees
- Consumers of electronic communications services
- General Public

Specific Objectives

1. To implement a communications campaign and marketing strategy to maximize all obtainable coverage for the EC Bill Education and Public Awareness Campaign.
2. To raise the level of awareness of the target population about the Programme and solicit support for the subsequent related initiatives to be implemented.

3.0 SCOPE OF WORK

General

1. A promotional and communication campaign will be conducted to increase awareness and understanding among all sectors of the population with respect to the EC Bill Education and Public Awareness Campaign. The campaign should include television, radio, internet, newspaper advertisements, brochures and business meetings by the Project Team and other

ECTEL officials, as well as other special events such as displays, seminars, tradeshow or special presentations related to the Programme. The firm is expected to undertake the following services with the highest standards of professionalism and ethical competence and integrity:

2. Assist the Directorate to research, develop and disseminate promotional materials to increase the public's understanding and awareness of the EC Bill Education and Public Awareness Campaign and to raise the overall profile of ECTEL Directorate across the Member States
3. Implement an integrated Communications and Marketing Plan/Strategy which sets out a sustainable promotion strategy for the one (1) year implementation period of the EC Bill Education and Public Awareness Campaign

Specific Activities

1. The firm will work with counterparts at the Directorate of ECTEL coordinated by the Communications and Media Relations Manager to enhance the design of the EC Bill Education and Public Awareness Campaign, and the Directorate's Public Relations Campaign and will undertake the following tasks:
2. Identify efficient and effective ways of providing informative and promotional messages relating to the EC Bill Education and Public Awareness Campaign to specific target groups including businesses, business groups and associations, education and training institutions, public sector bodies and other stakeholders.
3. Implement the designed promotional strategy and create a detailed plan for a one (1) year programme to promote the EC Bill Education and Public Awareness Campaign and the Directorate's Public Relations Campaign
4. Design and produce creative materials for promotional use to be distributed or delivered through the mass media e.g. pamphlets, brochure and bookmarks, or alternative mechanisms that reach target groups in the public and private sectors, communities and informal sectors.
5. Collaborate with key stakeholders in the target agencies to collect information, photograph and video footage for the development of promotional materials, case studies and other activities.
6. Coordinate placement and delivery of materials according to the promotional campaign plan.
7. Organise and manage any public relations special events to highlight the relevance and importance of the EC Bill Education and Public Awareness Campaign and the role/function of the entities involved.

8. Monitor regional press coverage and effectiveness of the communications strategy. Provide feedback to inform ongoing public relations activities and future projects and programmes.
9. Organise and coordinate press/media events for the EC Bill Education and Public Awareness Campaign and ECTEL's other Public Relations initiatives such as, project launches and project completion activities.
10. Maintain a calendar of EC Bill Education and Public Awareness Campaign and other Public Relations events in close collaboration with the ECTEL Directorate and other implementing partners.
11. Engage project beneficiaries, get to know projects, capture success stories for dissemination through information kits and the media.
12. Design and submit marketing related information to be placed on the ECTEL website in close consultation with the Project Manager and the Communications and Media Relations Manager;
13. Provide a regular flow of information, content, engagement ideas with a view of increasing the involvement of target groups in our core campaign moments.
14. Plan and coordinate social media campaigns across several platforms including Facebook, Twitter, YouTube, LinkedIn and Instagram.

4.0 DELIVERABLES

The expected result of the consultancy's activity is to heighten the awareness of the EC Bill Education and Public Awareness Campaign's initiatives and ECTEL's Public Relations efforts in the media. The firm is, however, encouraged to suggest alternative or additional outputs based on their implementation plan for the assignment. The following are also expected of the consultant for the general communications and marketing campaign:

- Inception report including the work plan and schedule for this assignment delivered within ten (10) working days of commencement of services by the Consultant
- A clear-cut Communications and Marketing Strategy, based on a Stakeholder Consultative Participatory (SCP) Approach for dealing with the media and media interactions arranged at regular and strategic intervals.
- Information, education and communication materials.
- Advertisement clippings when relevant.
- Heightened stakeholders' awareness of the long-term benefits and short-term inconveniences of the Strategy to gain full support towards the Strategy.

- Milestones achieved and lessons learnt, in the format of infographics, press releases or any other material to be utilized as content.
- Social media campaigns across several platforms including Facebook, Twitter, YouTube, LinkedIn and Instagram.
- Special events highlighting the Campaign.
- Quarterly briefings conducted for capacity building of ECTEL on strategic communication and PR activities specifically related to the Strategy.
- Final Report on Consultancy which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons.

5.0 DURATION AND DELIVERABLE SCHEDULE

The period of implementation for the contract will be one (1) year commencing the effective date of contract.

| Deliverable | Final Output due at end of month |
|--|---|
| Output 1: Inception report including the work plan and schedule for this assignment. | Two (2) weeks after the signing of the Contract |
| Output 2: Communications and Marketing Strategy | Within three (3) months |
| Output 3: Progress Report #1 | Within six (6) months |
| Output 4: Progress Report #2 | Within nine (9) months |
| Output 5: Final Report on Consultancy which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons | Within eleven (11) months |

6.0 QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

The Consulting Firm should meet the following requirements:

- (i) At least seven (7) years of overall consulting experience in the development and implementation of communications strategic plans including marketing, graphic design and production, growth and management, video production, public relations and social media management
- (ii) At least one (2) successfully completed similar assignments during the past five (5) years.
- (iii) Demonstrated experience in producing high-quality graphic designs and multimedia production;

- (iv) Experience in, and aptitude for, implementing campaigns in multiple countries and ensuring the appropriate tailoring of messaging and products for different audience is desirable;
- (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.

The Consulting Firm shall consist of a Lead Consultant and other suitable Experts who altogether possess the required range of skills and qualifications to successfully undertake the assignment. It is expected that the team will at least include the following experts: Content Writer, Graphic Designer, Video-editor, and Videographer. As such, the Consulting Team shall have experts with the following qualifications and experience:

Lead Consultant

- At minimum, a Bachelor's degree in Communications Studies/Mass Communication, Journalism, Marketing, Social Sciences or a related field.
- At minimum, seven (7) years' demonstrated experience in managing media relations and/or marketing programmes to advance development project goals and objectives.
- Proven record of working with and managing multiple suppliers, producers and vendors producing a variety of communications material for awareness and visibility, and
- Experience providing information and communicating messages to diverse audiences through a variety of traditional and social media outlets.

Other Experts:

- Demonstrated ability to conduct interviews for gathering essential information;
- Demonstrated ability to monitor and evaluate the effectiveness of a communications campaign;
- Demonstrated ability to analyze and synthesize information for drawing conclusions regarding themes under consideration for development of a broadcast message;
- Experience in video production including recording, lighting, editing, scoring and related video production activities;
- Experience providing information and communicating messages to diverse audiences through a variety of traditional and social media outlets;
- Strong connection to media networks within the OECS region is a plus;
- Strong interpersonal and people skills along with excellent presentation, oral and written communication skills;
- Ability to establish good working relationships with stakeholders in a sensitive environment;
- Ability to respond quickly to requests for information and work under tight deadlines;
- Strong organisational skills, keen attention to detail and able to work independently and in a team, and
- Proficiency in the use of Microsoft Office Suite (or similar tools) and publishing software/packages is an asset.