

Government of Saint Lucia

**Department of Economic Development, Transport and
Civil Aviation**



DISASTER VULNERABILITY REDUCTION PROJECT

TERMS OF REFERENCE

FOR CONSULTING SERVICES

FOR

Public Awareness and Communications Officer

**November 18, 2020
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Background

Saint Lucia is vulnerable to extreme weather events and the impacts of climate change, such as heavy rainfall, strong winds, drought and rising sea temperatures and levels. These and other events have claimed lives, caused severe damage to infrastructure and other economic assets and caused adverse effects on livelihoods. Importantly, these changes and their adverse consequences are projected to escalate in the near and longer terms. As a result of this, the Government of Saint Lucia has secured financing from the Climate Investment Fund channeled through the World Bank and the International Development Association towards the implementation of the Disaster Vulnerability Reduction Project (DVRP).

The DVRP seeks to measurably reduce the country's vulnerability to natural hazards and climate change events. The DVRP includes activities related to institutional strengthening and training, enhancement of data for resiliency planning and disaster management as well as the execution of various civil works packages to retrofit/rehabilitate or protect national assets.

Additionally, through the Strategic Programme for Climate Resilience (SPCR), Saint Lucia developed a Public Education and Awareness Strategy for Climate Change in 2012. The overall goal of the Public Education and Awareness Strategy is to engender a sense of collective and individual responsibility for climate change among the general public that will result in meaningful and effective individual and collective response/action with respect to adapting to climate change. The Strategy is executed by way of a Public Education and Awareness Implementation Plan (PEAIP), spanning the lifetime of the DVRP.

The DVRP consists of five components, namely:

- (i) *Risk Reduction and Adaptation Measures* to support structural and non-structural flood and landslide risk reduction interventions and climate adaptation measures to improve Saint Lucia's resilience against current and future climatic shocks. The component would finance the reconstruction of critical infrastructure and, inter alia, includes public awareness activities towards execution of the Public Education and Awareness Implementation Plan (PEAIP);
- (ii) *Technical Assistance for Improved Assessment and Application of Disaster and Climate Risk Information in Decision-Making* to support capacity building for open systems and platforms to create, share, analyze and use

disaster risk and climate change data and information for improved decision making and engineering design for risk reduction and climate change adaptation;

- (iii) *Climate Adaptation Financing Facility* (CAFF) that intends to establish a pilot financing mechanism meant to incentivize pre-emptive climate adaptation amongst households and businesses through sub loans, sub grants and technical assistance. Activities under this component seek to build resilience of assets and livelihoods to climate shocks and strengthen business continuity, including recovery from the impacts of COVID-19;
- (iv) *Contingent Emergency Response*. This component allows for emergency recovery and reconstruction sub projects in response to an emergency. Such activities to be implemented are detailed in the Action Plan agreed to with the World Bank. The component was triggered in April 2020 in response to the COVID-19 Pandemic;
- (v) *Project Management and Implementation Support* to finance activities required for efficient project management and implementation through the provision of technical advisory services, staffing, training, operating costs and acquisition of goods.

The Department of Economic Development, Transport and Civil Aviation (DEDTCA) is responsible for the implementation of the DVRP. The Project Coordination Unit (PCU) within the DEDTCA is responsible for the fiduciary aspects of the Project. Implementation of the DVRP started in November 2014 and will end December 15, 2021. Implementing Agencies are listed in Annex 1 to the Terms of Reference.

Justification for the Assignment

Given the continued complex and multi-sectoral approach (involving public and private sectors) required for implementation of the Project, the DEDTCA seeks to engage the services of an individual consultant to develop tools and streamline public awareness and education activities that would allow the GOSL to meet the developmental objective of the project, that is, to reduce the Country's vulnerability to natural hazards and climate change impacts.

Specifically, the consultant would be engaged to undertake the following:

- a) Coordinate the implementation of public awareness activities contracted under Component 1 of the Project;
- b) Serve as the communication link between the DVRP and Project stakeholders, including beneficiaries, communities and other agencies of Government;
- c) Assist with capturing data for updating established Project indicators;
- d) Document Project achievements and share these with project stakeholders and the public using various multi-media communication tools;
- e) Give visibility to all relevant components of the Disaster Vulnerability Reduction Project through internal communications and the media so that stakeholders are reliably informed; and
- f) In collaboration with DVRP implementing agencies, develop communication campaigns, strategies and methods to educate the public on climate change as a part of keeping stakeholders engaged on how the DVRP is building climate resilience.

Objectives of the Assignment

The overall objective of this consultancy is to provide communications and public awareness support to the Disaster Vulnerability Reduction Project (DVRP).

Critical to achieving the aforementioned objective is adherence to the following guiding principles:

- Accuracy in all communications is ensured, including accuracy of all information communicated on DVRP activities and climate change;
- Appropriate and preferred communication methods and media, as agreed upon with the PCU and other key stakeholders as identified, are utilised for specified audiences;
- Messages disseminated are clear and consistent;
- Communication products are disseminated to relevant target stakeholders in order to build public momentum and increase citizen participation;
- A coordinated approach to communications, awareness and visibility for the Project is used;
- Messages are sensitive to the idiosyncrasies and peculiarities of key target groups;
- Lessons learnt and best practices from previous outreach activities with key target groups are incorporated in campaigns;
- Information is produced and disseminated in a timely manner to provide adequate time for messages to be effectively and widely distributed and understood;

- The use of participatory communication as a means of harnessing support and catalyzing positive engagement is explored; and
- Consistency with and building upon previous and existing public awareness and communication efforts undertaken by the DVRP is ensured.

Scope of Services

The services to be undertaken by the Consultant include but are not limited to those detailed below. In rendering these services, the Consultant shall use the Climate Change Public Education and Awareness Strategy and its Implementation Plan as a guide, to the extent possible, and shall update the same periodically.

1. *Support the execution of the Climate Change Public Education and Awareness Implementation Plan*

The Consultant shall:

- a. Work closely with the Climate Change Coordinator and the Department of Sustainable Development to update the Climate Change Public Education and Awareness Implementation Plan in the context of achievements made to date and identification of new activities to be implemented, taking into consideration the remaining project life and available budget for execution;
- b. Based on the updated Implementation Plan, in coordination with the Climate Change Coordinator, develop Terms of References for hiring of firms/individuals and specifications for execution of activities;
- c. Coordinate and manage the implementation of public awareness activities contracted under Component 1 of the Project;
- d. Manage the implementation of all activities contracted under the DVRP related to public education and public awareness, including liaising with vendors and reviewing and providing comments on deliverables; and
- e. Supervise the distribution of public awareness products generated under the public education and awareness contracts above.

2. *Provide support with monitoring and evaluation of DVRP activities*

The Consultant shall:

- a. Assist with capturing data for updating established Project indicators;
- b. Report on public awareness activities and efforts undertaken through the Project, in keeping with the indicator for the same in the DVRP Results Framework, and assess the impact of the activities/efforts.

3. ***Support Public Awareness and Education Activities***

The Consultant shall:

- a. Serve as the communication link between the DVRP and Project stakeholders, including beneficiaries, communities and other agencies of Government;
- b. Participate in contract signing ceremonies, site visits, stakeholder consultations, workshops, community meetings, project handover ceremonies and other events related to project activities to document the same and capture data/information in support of monitoring and evaluation functions under the DVRP, including updating Project indicators.

This may include:

- photographing events,
 - recording citizen participation,
 - assisting with the design of instruments that may be used at various stakeholder consultations and other fora for capturing data to determine attitudes and perceptions of the target audience, monitor and evaluate the impact of activities under the Project and update the Project's Results Framework. Specific variables to be assessed include, inter alia, number of persons and gender breakdown (male vs female).
 - carrying out surveys and conducting interviews with beneficiaries, including community members, using the instruments designed above and other tools and methods as appropriate.
- c. Give visibility to the Disaster Vulnerability Reduction Project through internal communications and communications with the media so that stakeholders are reliably informed; and

- d. Document Project achievements and share these with project stakeholders and the public using various multi-media communication tools;
- e. Provide support to the development of the Implementation Completion Report (ICR).

4. ***Provide public awareness support to agencies involved with implementing Project activities***

The Consultant shall:

- a. Assist DVRP implementing agencies in organizing stakeholder consultations and community engagements, including organizing media presence and assisting with preparation of public announcements using appropriate media;
- b. Document Project achievements and share these with project stakeholders and the public using various multi-media communication tools;
- c. Serve as a communications liaison between the Project and its beneficiaries (including implementing agencies and communities), and between the media and Project beneficiaries. This will include, inter alia:
 - Sensitizing the media to the broad objectives and activities of the Project to encourage ongoing interest and coverage of DVRP activities
 - Working with the media to secure airtime for media coverage of Project activities, including as requested by implementing agencies to communicate information about their activities; and
 - Assist with negotiating primetime slots with the media.
- d. Sensitize communities and stakeholders in and around project sites and related to project activities to mobilize their support and ensure their awareness in order to support the success of interventions.

Where relevant to the activity, communities and stakeholders should be consulted and kept informed of any potential social and environmental impacts and be provided with the necessary tools and information to mitigate potential adverse impacts and to report grievances, where necessary.

Assist the Social Safeguards Officer with implementation of the grievance redress mechanism agreed to for the Project and with stakeholder consultations.

5. ***Boost visibility of activities implemented under all components of the DVRP***

In boosting visibility of activities implemented under the DVRP, the Consultant should be guided by the following specific objectives:

- Raising awareness about climate change and how Project activities will help Saint Lucia build climate resilience;
- Catalyzing support for the Project and encouraging citizen participation;
- Ensuring that all pertinent details regarding Project activities are effectively communicated to relevant stakeholders, including through strategically disseminating communication products to reach the right people at the right time to achieve desired impact.

The Consultant shall:

- a. Produce and distribute multi-purpose media products, including audio-visual material, to maximize opportunities for Project visibility.

The Consultant will produce and distribute an optimal mix of audio-visual products, suited for and maximizing the use of popular traditional media like radio and television as well as social media platforms such as Facebook, You Tube, Instagram and Twitter. Products may be in the form of public service announcements (PSAs), TV features, informational videos, news reports, flyers, posters, infographics, brochures, and other products (as appropriate).

- b. Produce and distribute the DVRP Quarterly *Resilience* Newsletter with updates on Project achievements and other pertinent Project information.
- c. Produce monthly Project briefs highlighting key Project achievements and challenges for Project implementing agencies, the Project Coordinating Committee (PCC) and Cabinet.
- d. Manage and update the DVRP Facebook page and other social media pages, including ensuring weekly posts, responding to public comments and implementing strategies to increase the pages' audience and degree of interaction.

- e. Coordinate with other communications consultants that may be contracted to support visibility of specific Project components or activities as needed.

In performing these services, maintain a cordial and sustained relationship with the media, including the Government Information Service (GIS) and other key communications personnel within or contracted on behalf of the Government and the Saint Lucia Development Bank (SLDB). The Consultant will also utilize low-cost, high-impact media, including social media to reach target publics. This will ensure far reaching influence in increasing visibility for the work of the DVRP.

Duration of Services

The Consultant will be engaged on a full-time basis, with an expected start date of March 1, 2021 and end date of December 15, 2021.

Working Arrangements

The Consultant will be supervised by the DVRP Climate Change Coordinator. The Consultant may opt to work from home, but should be accessible to the Project Coordination Unit, Department of Economic Development, Transport and Civil Aviation.

Client's Responsibility

- i) Make provision for equipment, software, material, and office requirements needed to execute duties.
- ii) Ensure that key information and documents such as the Climate Change Public Education and Awareness Strategy and its Implementation Plan and other Project-related documents are made available to the Consultant.
- iii) 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.
- iv) Facilitate access to Project sites, updates and other information, as required, for effective delivery of the assignment.
- v) Facilitate arrangements for stakeholder meetings/workshops. Such arrangements include, *inter alia*: provision of venue, refreshments and projector; and printing of basic meeting documents such as agendas.

Consultant's Responsibility

- i) Execute the services in accordance with the laws, customs and practices of Saint Lucia whilst also adhering to appropriate international standards.

- ii) Undertake services with high levels of professionalism and integrity.
- iii) Maintain and operate a vehicle for the purpose of the assignment.
- iv) Execute the services in a timely manner.

Reporting

The Consultant will be required to submit the following reports to the DVRP Climate Change Coordinator, guided by the agreed timelines, as follows:

1. Quarterly Work Plan: based on the DVRP Implementation Plan. This Plan should be submitted no later than five (5) days after receiving the DVRP Implementation Plan.
2. Quarterly Reports: to detail activities undertaken during the quarter, highlighting achievements, impact of activities, as well as key challenges encountered during the quarter. This report should be submitted by the seventh day following the end of the quarter.
3. Final Report: to outline key activities undertaken; major achievements; challenges faced; indication of citizen engagement, lessons learnt and impact of interventions. This report should be submitted by the final day of the contractual period.

Qualification Requirements and Evaluation Performance Criteria

Academic

- At least a bachelor's degree in Communications, Journalism, or other relevant fields to the assignment

Experience

- At least 5 years of relevant experience in communications, marketing, public relations, journalism, multi-media production, or a relevant program management role involving communications tasks is required.
- Experience working in a communications role for an international organization/government agency/NGO is desirable.
- Interest in and understanding of climate change adaptation, disaster management or environmental concerns is desirable.

- Demonstrated successful experience in managing execution of communications plans and campaigns for targeted audiences is required.
- Demonstrated experience in developing powerful, engaging, multiplatform content for different audiences is required.
- Experience in writing/editing content on themes related to climate change and disaster management will be an added advantage.
- Experience in developing and/or executing donor reporting processes and program monitoring and evaluation requirements will be an added advantage.
- Experience working with various publics is required.

Skills

- Ability to conceptualize, draft scripts and produce advertisements/public service announcements for radio and television broadcasting purposes that appeal to broad and varied audiences, including experience in still photography and audio production – a work sample is required;
- Basic photography, video production and editing skills – a work sample is required;
- Ability to develop high-impact imaging for digital advertising; produce fluid imagery for video production, and connect images to promotional text – a work sample is required;
- Ability to prepare effective and engaging promotional material, including newsletters – a writing sample is required;
- Ability to translate and convey technical information and a variety of messages in a format that is relatable, impactful, memorable, engaging and easily understood by a wide variety of audiences;
- Other technical skills (required): MS Office (Word, PowerPoint, Excel, Publisher); Social Media experience, including Facebook, Instagram, Twitter;
- Other technical skills (desired): Experience in Adobe Photoshop/Illustrator and InDesign would be considered an advantage;

- Excellent verbal and written communication skills in English are required. The ability to write and communicate in Kweyol as well would be preferred;
- Strong work ethic with a positive and proactive attitude is required;
- Impeccable attention to detail is required;
- Ability to multitask and prioritize is required.