

**‘CAPACITY DEVELOPMENT TO CATALYZE ACTIONS AND
COMMITMENTS AT THE NATIONAL AND GLOBAL LEVEL TO
REDUCE PLASTIC POLLUTION INCLUDING IN THE MARINE
ENVIRONMENT’**

TERMS OF REFERENCE

***COMMUNICATIONS CONSULTANT: PLASTIC POLLUTION IN
TRINIDAD AND TOBAGO***

Reference Number: TTO_SSFA7126_2024_002

Date: 16 September 2024

Parties consenting to be served by the Centre

Antigua & Barbuda Commonwealth of the Bahamas The Republic of Barbados Belize The Republic of Cuba The Commonwealth of Dominica The Dominican Republic Grenada
The Co-operative Republic of Guyana Jamaica The Federation of Saint Kitts and Nevis Saint Lucia Saint Vincent and the Grenadines The Republic of Suriname The Republic of Trinidad and Tobago

1. BACKGROUND

Plastics are fossil fuel-based materials which are widely used in everyday products. Since the introduction of synthetic plastics in 1950, plastics production has increased from 1.5 million metric tons in 1950 to 359 million metric tons in 2018. Currently, different types of plastics are commonly used across a myriad of applications, including but not limited to the food industry, automotive and aerospace industries and in medicine. However, many plastic products have a short lifespan, but can remain intact for up to four hundred (400) years before fully biodegrading. Given that over four hundred thousand metric tons (400,000 mt) of plastic waste are generated globally each year, this has major implications for waste management systems around the world. Additionally, at least 8 million metric tons of plastic escape into our oceans from land-based sources each year, threatening marine life and the livelihoods of coastal communities.

The United Nations Environment Programme (UNEP) has developed the project entitled "Capacity development to catalyze actions and commitments at the national and global level to reduce plastic pollution including in the marine environment" to support countries most in need; including from the Asia-Pacific States, African States and Group of Latin America and the Caribbean (GRULAC) States, such as Trinidad and Tobago.

The project aims to support countries to undertake enabling activities that catalyse actions and commitments at the national and global level to reduce plastic pollution, including in the marine environment. This will be undertaken through the development and implementation of legal and collaborative frameworks and strategic planning, such as through the development of a national source inventory and national action plan (NAP) on plastic pollution and marine litter.

The project components are as follows:

1. Establishment of a National Steering Committee and Project Team;
2. Stakeholder Consultation Process;
3. Gap Analysis and Data Collection;
4. National Source Inventory Report;
5. Legislation and Policy Review and Analysis;
6. National Roadmap/Strategy/Plan;
7. Stakeholder Validation Process;
8. Capacity Development;
9. Knowledge management and sharing; and
10. **Awareness Raising.**

The Implementing Agency is UNEP, whilst nationally the Ministry of Planning and Development is executing the project in collaboration with the Basel Convention Regional Centre for Training and Technology Transfer for the Caribbean Region

(BCRC-Caribbean), hereinafter referred to as the Project Team. Components 2-7 and 9 of the project are currently being executed by a Consultancy Team.

The Project Team is seeking to recruit **a suitably qualified and experienced individual Communications Consultant**¹. The Consultant will be required to develop communications materials under **Component 10: Awareness Raising** and the work will be guided by the developed outputs under Components 2-7 and 9 of the project².

2. DESCRIPTION OF REQUIRED SERVICES

Under the guidance of the Project Team and in close collaboration with the National Steering Committee (NSC)³ the Consultant will undertake the following:

a) Attend a Kickoff Meeting with the Project Team

Participate in a virtual kick-off meeting with the Project Team to discuss the approach to the work.

b) Develop a Communications Strategy

The consultant will develop a detailed communication strategy along with a work implementation plan following the kick-off meeting with the Project Team. The communication strategy should outline the proposed deliverables, a brief description of each, the channels for dissemination, frequency and the target audience. The consultant will also develop a work implementation plan, inclusive of dates for the submission of drafts, a review period of two (2) weeks, and submission of final materials. The communication strategy and work implementation plan will be submitted for approval by the Project Team before the development of materials commences.

c) Develop National Awareness and Educational Materials

This will include the development of communication materials with the aim of raising awareness on the issue of marine litter and plastic pollution in Trinidad and Tobago

¹ The Consultant may subcontract support to fulfil the required services in the strategy framework/communications strategy. Once engaged, the Consultant will also be required to inform the BCRC-Caribbean about any resources which are added or substituted to support the work of this consultancy.

² The outputs developed by the Consultancy Team under Components 2—7 and 9 of this project will be made available to the Consultant for the purpose of conducting work under this Consultancy.

³ The National Steering Committee (NSC) is a project mechanism comprising governmental and non-governmental stakeholders associated with chemicals and waste management nationally with responsibility for providing guidance on the execution of the project in relation to the national context. The NSC is chaired by the Ministry of Planning and Development.

and will build upon previous outputs under the project. The work will be guided by the Project Team and reviewed by the Project Team and NSC. The Consultant will be expected to develop communication materials, which may include but not be limited to infographics, flyers, static and dynamic graphic content, animations, social media content, short videos etc., guided by the Project Team and informed by the outputs generated under the parallel consultancy:

- State of Knowledge Report; and
- National Source Inventory Report; and
- National Roadmap/Strategy/Plan

The communication materials should aim to highlight, among other things, the national types, sources volumes and pathways of plastic pollution, including marine plastic pollution; the effects of plastic pollution on both environmental and human health; and the recommendations outlined in the draft National Roadmap/Strategy/Plan.

d) Bi-Monthly Progress Reports

The Consultant will be expected to submit bi-monthly (every second month) progress reports detailing the work undertaken during the reporting period.

e) Fortnightly Progress Meetings

The Consultant will be expected to attend brief fortnightly progress meetings with the Project Team, to discuss any challenges and provide guidance and feedback on draft materials as necessary.

f) Consultancy Closeout Meeting

- Attend a close-out meeting with the Project Team.
- Review and finalise the close-out report developed by the Project Team.

3. EXPECTED OUTPUTS

The Consultant, under the guidance of, and reporting to the Project Team, is expected to:

1. Develop a communication strategy outlining the proposed deliverables, a brief description of each, the channels for dissemination, frequency and the target audience, as well as develop a work implementation plan, inclusive of dates for the submission of drafts, a review period of two (2) weeks, and submission of final materials. The communication strategy and work implementation plan will be submitted for approval by the Project Team before development of materials commences.

2. Develop various types of communication products suitable for both digital and print media⁴ (including but not limited to television, internet, social media, print, press and other relevant media) as guided by the Project Team. The draft materials will be reviewed by the Project Team and NSC and feedback provided.
3. Develop suitable content to support distribution on social media including a mix of static and graphic content, as guided by the Project Team. The draft materials will be reviewed by the Project Team and NSC and feedback provided.
4. Develop static and dynamic graphic content related to specified areas of the National Roadmap/Strategy/Plan as guided by the Project Team. This can include but is not limited to linking dynamic content to external media, such as approved websites.
5. Develop bi-monthly progress reports to detail the work undertaken in the current reporting period.

4. QUALIFICATIONS, EXPERIENCE AND SKILLS

In order to facilitate the work under this consultancy, the Consultant must possess the following requirements:

- Formal qualifications in graphic design or any other relevant field.
- Experience in mass communication/ public relations/ advertising/ digital marketing or any other relevant field would be considered an asset.
- Minimum of five (5) years' relevant work experience in any of the aforementioned areas.
- Demonstrated experience in the design of both static and dynamic content.
- Excellent technical capacities and proficiency in industry-standard design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or similar tools.
- Expertise in creating materials that are suitable for both print and digital platforms.
- Strong interpersonal skills, with a focus on open communication, collaboration and continuous improvement through feedback.
- Experience conducting work related to environmental issues would be considered an asset.
- Possess the capacity and eligibility to work within Trinidad and Tobago.

⁴ Final deliverables should be submitted in both raster and vector formats where applicable.

5. DURATION

The tasks under this consultancy are expected to be completed over four (4) months, with an expected start date of October 2024.

6. REMUNERATION

The proposed consultancy budget is estimated to range from USD 10,000 to USD 12,000. Bidders are required to submit a financial proposal demonstrating the most suitable, cost-effective, and competitive financial proposal deemed appropriate based on their intended approach to the required services. A total gross fee to the Consultant inclusive of all taxes will be as agreed upon and documented within the contract based on the financial proposal developed and negotiated cost for this consultancy.

Payments shall be made in instalments based on the satisfactory submission of key deliverables identified within the contract and agreed on between the Project Team and the Consultant.

7. INSTITUTIONAL ARRANGEMENTS

The Consultant will be directly supervised by the Project Team, comprising of the BCRC-Caribbean and the Ministry of Planning and Development, with support from the National Steering Committee. Throughout the duration, the Consultant will be expected to attend virtual meetings for general information exchange, to provide updates on the progress of the works and discuss feedback as required. This will include, but not be limited to, the virtual kick-off meeting and the consultancy closeout meeting.

8. MODE OF WORK

The Consultant will be expected to conduct work virtually from their own location as far as possible using their own resources and facilities. Unless authorized in advance, expenses of every kind incurred in connection with such execution shall be solely for the account of the Consultant. Refer to the gross remuneration as per Section 6.

9. APPLICATION PROCEDURES

Applications are open to individual Consultants based **in Trinidad and Tobago**.

A. DOCUMENTS TO BE INCLUDED IN THE APPLICATION

Interested teams are invited to apply by submitting:

- i. A **letter of interest** signed by the Consultant, indicating why you consider yourself suitable for the assignment and indicating availability to start work in October 2024 and support the completion of deliverables through till January 2025.
- ii. A **curriculum vitae** (CV).
- iii. A **draft strategy framework**, inclusive of a creative concept proposal detailing the approach to work, description of conceptual materials, a detailed breakdown of the projected timeline and work implementation plan describing how one will approach and complete the assignment.
- iv. Samples of previous work with static and dynamic graphic content, inclusive of details for referees/previous clients.
- iv. Financial Proposal, which is to be separated into the Consultant’s professional fees, matched up against key milestones and deliverables.

N.B. Bids must be submitted in English.

B. QUERIES

Interested applicants may submit all queries in writing to:

<p>Ms. Danielle Akeung Research Officer BCRC-Caribbean Email address: danielle.akeung@bcrc-caribbean.org</p>	<p>Ms. Keima Gardiner Waste Management Specialist Environmental Policy and Planning Division, Ministry of Planning and Development Email: keima.gardiner@planning.gov.tt</p>
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C. SUBMISSIONS

Applications should be submitted **via email** and **in English** to:

Ms. Jewel Batchasingh

Director
 BCRC-Caribbean
 8 Alexandra Street
 Saint Clair
 Port of Spain
 Trinidad and Tobago

Email address: submissions@bcrc-caribbean.org

The deadline for the submission of applications will be **Monday 30 September 2024 at 11:59 PM (GMT-4)**.

10. NOTES

<p>Submission</p> <ul style="list-style-type: none"> i. When submitting applications, applicants must ensure that all documents are clearly labelled according to the following protocol: TTO_SSFA27126_2024_002_ConsultantName_Name of Document. ii. The applicant’s documents must be submitted in PDF file format unless otherwise stated. iii. The successful applicant will be notified in writing of the award of the contract and provided with a letter of offer. The successful bidder shall be required to enter into an appropriate Contract based on the tender documents and incorporate any other appropriate provisions within that time.
<p>Obligations</p> <ul style="list-style-type: none"> i. The BCRC-Caribbean reserves the right to accept or reject any bid, and to cancel the bidding process and reject all bids, at any time before the award of the Contract, without thereby incurring any liability to the affected bidder.
<p>Copyright</p> <ul style="list-style-type: none"> I. The Project Team will reserve the copyright of all produced materials. II. The Project Team shall be permitted to use the materials without a time limit or cost. III. The Consultant shall be allowed to use the materials produced in their portfolios and otherwise, with the BCRC-Caribbean’s written permission. IV. Written consent from the BCRC-Caribbean will be required before the Consultant moves any materials on the wire or uploads them to any website. V. The Consultant must sign a confidentiality and non-disclosure agreement with the BCRC-Caribbean.
<p>Language</p> <ul style="list-style-type: none"> i. The working language for this project is English. All consultations with project stakeholders and deliverables are therefore expected to be conducted in English.
<p>Gender Sensitivity</p>

- i. *The BCRC-Caribbean does not discriminate in its recruitment practices, welcoming applications from all qualified people of all backgrounds regardless of race, ethnicity, age, gender or sexual identification.*

Conduct

- i. *The successful applicant will be expected to uphold professional conduct throughout the contracted period. Any misconduct, including unprofessional behaviour, will result in mutual termination of the agreement.*

Health and Travel

- i. *All health-related risks associated are the consultant's responsibility.*