



GEF-IWCAM Project Coordination Unit

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Project on “Integrating Watershed & Coastal Areas Management in Caribbean Small Island Developing States (GEF-IWCAM)”

Terms of Reference for Production of an IWCAM Documentary and Public Service Announcements

A. Background

The Caribbean Environmental Health Institute (CEHI) and the Secretariat to the Cartagena Convention (UNEP-CAR/RCU) are co-executing a regional project (referred to as GEF-IWCAM) which seeks to improve the integrated management of watersheds and coastal areas in Caribbean small islands.¹

The GEF-IWCAM Project is seeking to have developed and produced educational video and audio resources promoting the Integrated Watershed and Coastal Areas Management (IWCAM) approach. The Project is therefore issuing these terms of reference for consultants to develop the following: an IWCAM Documentary; a series of public service announcements for television; and a series of radio shorts. These resources will be developed in consultation with the GEF-IWCAM Project Coordination Unit (PCU).

These educational materials are to be prepared for the wider public in the GEF-IWCAM Project's 13 participating countries.²

B. Scope of Assignment

The consultant (s) will develop and produce the following public education and outreach resources in consultation with the GEF-IWCAM Project Coordination Unit (PCU):

- An IWCAM Video Documentary (approximately 40 minutes long). This will be based upon a draft manuscript which is already being developed from a series of Case Studies on demonstration projects located in eight of the Project's participating countries, highlighting the IWCAM approach.
- Five (5) Public Service Announcements (PSA), each thirty seconds long, for television. It is expected that video material shot for the documentary would also be used for these PSAs.
- A series of six (6) Radio Shorts (each two minutes long).

All videos and radio shorts are to be produced in English.

¹ GEF-IWCAM is co-implemented by the United Nations Development Project and the United Nations Environment Project.

² Antigua and Barbuda, Bahamas, Barbados, Cuba, Dominican Republic, Grenada, Haiti, Jamaica, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago

Please note that:

- The Consultant(s) will be briefed in detail and provided with all necessary and available information and introductions to contacts. This briefing will be conducted either virtually or in person.
- The GEF-IWCAM Project Coordination Unit will be responsible for review of all manuscripts, the videos and radio shorts and for providing feedback in a timely manner.
- Communications and incidental costs will be the responsibility of the Project, once included in the approved budget.
- Cost of travel related to development of the documentary, PSAs and radio shorts will be paid by the project, once approved beforehand. This should not be included in the cost proposal.
- The consultant(s) must design and format all materials in a manner that is visually appealing, clear, and consistent. This may necessitate the use of a graphic design professional in support of the consultant (at the consultant's expense).
- Consideration in selection of formatting etc. should be given to the fact that all videos and audios are later to be produced in Spanish and French (separate consultancy).
- Failure to deliver satisfactory products under this contract will result in the withholding of the final tranche of payment of 20%.
- The materials to be produced under this contract will become the property of the GEF-IWCAM Project.

C. Qualifications

Previous experience in video and audio production and journalism is required. Knowledge of environment / water resources management is desirable. Experience working in the Caribbean region would be an asset. Examples of previous work can be included as Annexes to the proposal.

D. Workplan and Timeframes for Deliverables

The workplan and timeframes for all deliverables will be decided following consultation between the GEF-IWCAM Project Coordination Unit and the consultant. However, the overall time frames allocated for the individual deliverables are as follows: -

- Expected Output No. 1: An IWCAM Video Documentary – 60 working days
- Expected Output No. 2: Five (5) Public Service Announcements for television – 20 working days
- Expected Output No. 3: Six Radio Shorts – 20 working days

These working days will be spread over a period of five (5) months between October 2010 and February 2011.

E. Payment Schedule

Payment will be on the basis of outputs as follows:

- 20% on submission of outline, development plan and schedule for Output No. 1
- 40% upon delivery of Final Output No. 1 and of all outlines for Output No. 2
- 20% upon delivery of Final Output No. 2 and all drafts for Output No. 3
- 20% upon delivery of Final Output No. 3

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F. Evaluation Criteria

Proposals will be evaluated based on price/cost effectiveness, suggested approach, and experience.

G. Submission Requirements

Proposal submissions are to include:

1. A technical proposal
2. A schedule for delivery of outputs
3. A cost proposal (budget)

Technical proposals must not exceed 10 pages in length. Other material, including CVs, deemed to be relevant to the proposal may be attached as annexes.

Proposals must be submitted via e-mail to Donna Spencer (dspencer@cehi.org.lc) by September 30th, 2010. The subject of the e-mail should be RFP – Documentary and Public Service Announcements and then the name of the company or consulting group submitting the proposal, or, if submitted by an individual, your last name (e.g. *RFP – Documentary and Public Service Announcements – Smith* or *RFP – Documentary and Public Service Announcements – Smith and Jones Associates*).