



GEF-IWCAM Project Coordination Unit

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

Terms of Reference for Development and Production of IWCAM Educational Materials

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 develop and produce educational materials which promote the Integrated Watershed and Coastal Areas Management (IWCAM) approach. The Project is therefore issuing these terms of reference for consultants to develop a series of print educational and outreach resources: IWCAM brochures; a decision-makers briefing package; and a series of “how to” booklets.

These educational materials are to be prepared for different target groups, including the wider public, decision-makers, farmers, the hotel and tourism industry and householders, in the GEF-IWCAM Project’s 13 participating countries.²

B. Scope of Assignment and Expected Output

The consultant(s) will develop and produce the following public education and outreach materials with guidance from the GEF-IWCAM Project Coordination Unit (PCU). The content for these printed materials will be based on information provided by the GEF-IWCAM Project Coordination Unit (PCU). The consultant(s) will be responsible for creating materials suitable for the targeted group and product. The consultant(s) will be responsible for developing and producing:

- **Output 1 – Brochures:** Four (4) public education brochures for: the wider public; the agricultural sector; the hotel and tourism sector, and industry.
- **Output 2 – Decision-Makers Briefing Package:** A Decision-Makers Briefing Package consisting of an eye-catching folder containing a series of twenty (20) briefing sheets on various IWCAM issues. Themes of the sheets will be decided in consultation with the PCU, but it is expected that at least eight (8) of them will be country-specific.
- **Output 3 – “How-to” Booklets:** Development and production of a series of six (6) “How to” Booklets on topics such as: Rainwater Harvesting; Artificial Wetland Filtration; Recreational Water Quality Monitoring; Scientific Diving Programmes; Guidelines for Agroforestry to Prevent Soil Erosion, and; Vermiculture. Each booklet may be approximately 8 – 10 pages

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

long, illustrated by drawings as well as photographs and divided into four sections (objectives, materials needed, steps to follow, and, results).

In addition to being responsible for the scripting, illustration, layout and design of these products, following review and approval by the PCU, the consultant(s) would also be responsible for:

- Obtaining pro forma invoices (in accordance with the UN procurement guidelines) for the mass production of these materials and their delivery to Saint Lucia;
- Supervision of the process of production to ensure timely delivery of the final products.

Please note that:

- The consultant will be briefed in detail and provided with all necessary and available information. This briefing will be conducted either virtually or in person.
- The GEF-IWCAM Project Coordination Unit will be responsible for review of the materials prepared and for providing feedback in a timely manner.
- Communications or incidental costs will be the responsibility of the project, once it is included in the approved budget.
- The consultant 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 and/or an illustrator in support of the consultant (at the consultant's expense).
- The GEF-IWCAM Project Coordination Unit will be responsible for the costs of mass-producing all outputs.
- Failure to deliver satisfactory products under this contract will result in the withholding of the final tranche of payment of 30%.
- The materials to be produced under this contract will become the property of the GEF-IWCAM Project.

C. Qualifications

Requirements include experience in journalism and/or technical writing, environmental education, and publishing. Experience in public relations, technical writing, environment / water resources management, graphic design is desirable. Additionally, given the regional focus of these products, Caribbean knowledge and experience will be an asset

Examples of previous work can be included as Annexes to the proposal.

D. Work plan, Reporting Formats and Timeframes for Deliverables

The work plan, reporting format, time frames and individual deliverables for this assignment will be decided in consultation with the GEF-IWCAM PCU. Estimated time frames allocated for the deliverables are as follows: -

- Output No. 1: Four (4) public education brochures – 12 working days
- Output No. 2: Decision-Makers Briefing Package – 40 working days
- Output No. 3: Six (6) "How to" booklets – 48 working days

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

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E. Payment Schedule

Payment will be on the basis of outputs as follows:

- 10% on submission of all drafts for Output No. 1
- 30% upon delivery of Final Output No. 1 and of all drafts for Output No. 2
- 30% upon delivery of Final Output No. 2 and all drafts for Output No. 3
- 30% upon delivery of all Final Outputs

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 – Public Education and Awareness Materials 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 – Public Education and Awareness Materials – Smith* or *RFP – Public Education and Awareness Materials – Smith and Jones Associates*).