



Caribbean Action under the Agricultural Policy Programme (APP)

PROCUREMENT NOTICE

CONSULTANCY: COMMUNICATIONS & KNOWLEDGE MANAGEMENT SERVICES

Project:	Caribbean Action under the Agricultural Policy Programme (APP)
Organisation:	Inter-American Institute for Cooperation on Agriculture (IICA), Trinidad and Tobago
Duty Station:	Home Base of the Contractor
Duration:	Up to 8 months
Deadline for Application	March 7th 2016



The Intra-ACP APP is funded under the 10th European Development Fund (EDF)

Cariforum



Contents

1. CONTEXT.....	3
1.1 The APP Project	3
1.2 Current Situation	4
1.3 Justification	4
1.4 Contracting Authority	5
2. DESCRIPTION OF PROPOSED ACTIVITY/CONSULTANCY/CONTRACT	5
2.1 Purpose	5
2.2 Expected Results	5
2.3 Assumptions and Risks	5
2.4 Scope of Work	5
3. MANAGEMENT OF THE ACTIVITY/CONSULTANCY/CONTRACT	8
3.1 Responsible Body	8
3.2 Management Structure	8
3.3 Facilities to be provided by the Contracting Authority and/or Other Parties	8
3.4 Logistics and Timing	8
4. REQUIREMENTS	9
4.1 Expertise Required	9
4.2 Reporting Requirements	9
4.3 Submission and Approval of Reports	10
4.5 Contract Sum	10
5. MONITORING AND EVALUATION.....	10
5.1 Definition of Indicators	10
6. TO APPLY	10

TERMS OF REFERENCE

REQUEST FOR QUOTES: COMMUNICATION & KNOWLEDGE MANAGEMENT SERVICES

1. CONTEXT

1.1 The APP Project

The “Caribbean Action under the Programme entitled Agriculture Policy Programme (APP) with focus on the Caribbean and Pacific” is funded under the 10th European Development Fund (EDF) and executed through a Contribution Agreement signed between the European Union (EU) and the Inter-American Institute for Cooperation on Agriculture (IICA). The APP is being implemented in collaboration with the Caribbean Agricultural Research and Development Institute (CARDI) and the CARICOM Secretariat (CCS).

The specific objective of the Action is to contribute to enhanced regional (Caribbean and Pacific) and interregional capabilities of the agricultural sectors in eradicating poverty. The specific objective is to increase the capability of Regional Agricultural Development Organizations of the Caribbean and Pacific regions to address the development needs of smallholder agriculture.

The outcomes of the Action are expected to improve:

- Policy regimes and incentive schemes for smallholders in the regional development strategies.
- Food security at national and local level by increasing production and productivity of selected commercial and nutritionally valuable agricultural produce by using technological and organizational solutions that address specific development constraints of smallholder groups and rural communities.
- Regional institutional capacity.

These Outcomes are to be achieved through actions taken in three Components namely:

- Component 1: Strengthening regional agricultural development policy and strategy
- Component 2: Improving the Transfer/Adoption of Research/ Technologies
- Component 3: Contribute To Agricultural Enterprises Development through Improved Market Linkages

The main beneficiaries are the following stakeholders in the sixteen (16) CARIFORUM States, namely:

- Small producers/Entrepreneurs (including MSMEs) in the Caribbean, particularly those organized associations and networks, including but not limited to CaFAN, CABA, CANROP, CAFY to enhance their technical and managerial capacities;
- Policy advisors, technicians, and Extension Services in the Ministries of Agriculture and producer organizations in CARIFORUM to enhance capacity for creating the enabling policy environment for small producers.
- Regional Agricultural Development Institutions, including, but not limited to CARICOM, CARDI, UWI, IICA to strengthen capacity for delivering support services to small producers and processors.

1.2 Current Situation

September 2014 to December 2015 represented a period of high project activity, designed to achieve the expected results and to contribute to the overall project objectives. These activities were undertaken at all levels across all three components and in some instances, in collaboration with strategic actors at the: national level - engaging public sector (Ministry of Agriculture policy makers and planners), small farmers and agro-processors; regional level – targeting regional agriculture development institutions; industry level - with a focus on the priority commodities and facilitating public-private sector dialogue and engagement; and also with special attention to women and youth producers. The level and scope of information collected through baseline surveys and assessments, stakeholder consultations and needs analyses, technical studies and policy analysis, and documented in reports of meetings, technical forum and training workshops represent an important repository that can be managed and repackaged for both targeted and general dissemination of information and knowledge management. Further, the APP is supporting the upgrading of two IT platforms to enhance knowledge management and the agri-business environment in the region. This information, converted into knowledge products, would also complement and augment these IT platforms.

Communication, visibility and knowledge management in the APP has depended on private media houses to cover and report on activities and achievements of the project, on a shared Intra-ACP website which publishes material as submitted by the Project Management Unit (PMU) or Implementing Partners, a project website which was developed in 2014 and a face-book page which is periodically updated by PMU staff. Implementing Partner websites are also tools used to promote and/or disseminate information on the project. The effectiveness of these communication media has been limited by lack of a dedicated project communications specialist for generating continuous information flows and products.

1.3 Justification

As in all development projects, information, communication and visibility are important elements of effective implementation, monitoring, reporting, evaluation and fostering greater awareness and participation among stakeholders. This is of particular importance to the APP. The APP had engaged in a wide consultation and promotion process at the start of the programme, through country meetings, promotion and presentations at regional events, including Caribbean Week of Agriculture (CWA in 2013 and 2014), Council for Trade and Economic Development (COTED) Meetings (2013, 2014, 2015), regional launch (2014) and national kick-off events (2014), which raised expectations of support among the target beneficiaries in countries.

While the project has maintained constant communication with the beneficiaries who participate directly in activities, the slow pace of implementation and the consequent period of uncertainty about the project's future, coupled with the several changes in the Ministers of Agriculture and Permanent Secretaries since late 2014 and as recent at late-2015, would have affected this engagement process.

In this regard, and given the full employment of project staff and technical coordinators on executing the work plan towards the end of the implementation period in December 2016, it is now opportune to outsource aspects related to project-related information, knowledge management and visibility to specialised communication experts.

It is therefore necessary to take explore all available options for disseminating for develop an appropriate strategy that will publicise the financial and other contribution of the European Union and the project partners as well as the objectives, achievements and impact of the project.

1.4 Contracting Authority

This Terms of Reference pertains to the Intra-ACP Agriculture Policy Programme (APP) and will be administered by the Project Management Unit (PMU) on behalf of IICA and Implementing Partners, CARICOM Secretariat and CARDI.

2. DESCRIPTION OF PROPOSED ACTIVITY/CONSULTANCY/CONTRACT

2.1 Purpose

The purpose of this Consultancy is to enhance knowledge management and create information products which will convert and repackage the collective body of information gathered and/or generated by the activities under Components 1, 2 and 3 of the Intra-ACP APP project for the purposes of improved target-specific reporting, communication and visibility.

2.2 Expected Results

Information products created from results of technical activities and reports emerging from the APP that make the most effective use of this material for use by a range of audiences within and linked to agriculture development in the region, specifically:

- ER.1 Comprehensive assessment of the technical and stakeholder engagement works undertaken by the project from January 2014 to January 2016, with a focus on linking the activities > progress > achievement of project objectives > value added results to date > initial impact > potential to contribute to national and regional agricultural development priorities and objectives, based on content to be agreed between the Contractor and the PMU.
- ER.2 A repository of information products created from baseline assessments, technical studies, meeting reports and other relevant documentation emerging from the APP, that make the most effective use of these material, in print, audio-visual or other forms, as appropriate, available both online and in print format, and ready for use by a range of audiences within and linked to agriculture development in the region.
- ER.3 A more proactive engagement with the mainstream media for the promotion and dissemination of APP related activities, results and contributions to enhance awareness and value added of the project among the general public.

2.3 Assumptions and Risks

1. The quality of work and deliverables meets the expectations of the Contracting Authority, donor agency, and APP beneficiaries.
2. The information required to produce the knowledge, information communication outputs is readily available and provided in a timely manner.

2.4 Scope of Work

2.4.1 General Description

The Contractor will contribute to the management of one or more communication activities for the Caribbean Action of the Agriculture Policy Programme including promotional materials, branding, media relations between **March 15th** and **November 30th 2016**. The Contractor may also be responsible for ensuring coordination of various stakeholders who will play a part in enhancing communication flow between the project and its stakeholders.

2.4.2 Geographical Area to be covered

Fifteen (15) individual CARIFORUM countries: Antigua and Barbuda, the Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, and Trinidad and Tobago.

2.4.3 Outputs/Products and Quotation Requirements

The Specific Outputs/Products related to this Terms of Reference are described in Table 1 below. The Contractor is required to select a specific area of interest/competence in the Knowledge, Information and Communication categories of products/outputs defined below, and for the selected product/output, indicate the service to be provided based on one or more of the key elements; (i) content development, (ii) desktop publishing and/or (iii) printing. Details of the cost breakdown/rates for each type of product and service will be required.

Table 1: Specific Knowledge, Information and Communication Outputs/Products					
Select one or more from the Categories Below		Quantity	Quotation Required		
			Content Development	Desktop Publishing ¹	Printing
1	Policy Briefs: Print and electronic searchable briefs <ul style="list-style-type: none"> • 2 Briefs per Component (2 x 3) • 2 Briefs that integrate the 3 Components • min #pages = 8; max #pages = 12 pages; 	8			
2	APP Outcomes Reports: As described briefly in Section 2.2, ER 1 above <ul style="list-style-type: none"> (i) April Report, covering the period of April 2013 to March 2016 with a Final draft to be submitted no later than 30 April 2016; (ii) November Report: Final Report that builds on the April report and promotes the work and results of the APP with emphasis on Possible scale up activities, to be completed in Nov. 2016. 	2			

¹ Design, Artwork and Layout for print/online ready versions

Table 1: Specific Knowledge, Information and Communication Outputs/Products				
Select one or more from the Categories Below	Quantity	Quotation Required		
		Content Development	Desktop Publishing ¹	Printing
<ul style="list-style-type: none"> • min # pages = 60 • max # pages= 120 				
3 Commodity-Based Profiles: At least 3 short publications that extract information from the activities and reports of all 3 Components in a commodity specific approach to capture the work done by the APP on the priority commodities that should: <ul style="list-style-type: none"> • explain why the commodity is a priority; • trace the development path from inputs to market; • identify gaps (which can either be dealt with in a subsequent project or by existing agency work programmes) 				
4 Visibility Products:				
<i>Monthly print & online news articles</i> At least one monthly news article, media release in mainstream printed and online press for the duration of the consultancy MS Word <ul style="list-style-type: none"> • Min. 300 words with photo; • Max. 700 words with photos 	8			
<i>Thematic-Technical features</i> One per APP Component March; June, Sept 2016	3			
<i>Pre & post media releases linked to <u>regional</u> workshops/meetings</i> (max # between March – October = 6)				
5 APP Reports Copy-editing of APP final technical reports and studies, workshop and meeting reports to include proof reading, basic augmentation for enhanced reading, creation of abstracts and summaries, as necessary for circulation for general audience. These reports range from min. #pages @30 to maximum # pages @ 200.	Specific documents to be identified as and when completed			

2.4.4 Specific Tasks

Under the general direction of the APP Project Management Team (PMU and Component Technical Leaders and Coordinators), and to ensure quality delivery of outputs in keeping with the requirements of the project,

the Contractor will be required to engage the APP Project management team, partners and collaborators, and beneficiaries and other stakeholders as may be necessary, to:

1. prepare the outputs defined. This engagement is relevant for all, but is of particular relevance to Knowledge, Information & Communication Outputs/Products defined in Category 2 -Outcomes Report, which will require access to the APP Description of the Action and revised logical framework as the base and utilization of methods that include, but not limited to interviews (face-to-face, telephone, skype), selected site/field visits, and other approaches as may be deemed necessary.
2. determine the most effective format/media to convert and/or repackage the available information material into strategic communication and visibility products and to develop content for same in a manner that provides value to the execution of European Union's resources through the APP.
3. support the effective development of an online knowledge management, information and communication repository for enhanced accessibility for the duration of and after the conclusion of the APP.

3. MANAGEMENT OF THE ACTIVITY/CONSULTANCY/CONTRACT

3.1 Responsible Body

The Inter-American Institute for Cooperation on Agriculture (IICA) will be the Contracting Authority responsible for managing this contract.

3.2 Management Structure

The APP Project Coordinator is responsible for the management of the consultancy. The Contractor will report directly to the Officer-in-Charge of the APP/PMU who will be directly responsible for supervising/oversight of the Contract and will liaise with the latter on all aspects of the professional services to be rendered in accordance with the Terms of Reference.

3.3 Facilities to be provided by the Contracting Authority and/or Other Parties

The Contracting Authority and/or Implementing Partners will provide the Contractor access to:

- (i) all information contained in reports studies and other media, as may be required to undertake the tasks in the most time-efficient manner.
- (ii) office space and communication platforms (skype, GoToMeetings, whiteboard, etc.) to facilitate engagement in countries other than the Contractors home base as may be deemed necessary

3.4 Logistics and Timing

3.4.1 Location

The operational base for the assignment is the Home base of the Contractor.

3.4.2 Start date & period of implementation of tasks

The implementation start date will take effect immediately, on signature of said contract, on or before **11th March 2016**, for duration of roughly eight (8) months from this date, ending on 30th November 2016.

4. REQUIREMENTS

4.1 Expertise Required

The scope of works under this Contract is open to an individual(s), firm, and/or team of individuals with the following qualifications, expertise and experience:

4.1.1 Qualifications and Experience

1. Advanced university degree (Masters or equivalent), preferably in knowledge management, communications, journalism, public relations agronomy/agribusiness management, with a minimum of five (5) years proven experience in required and/or related fields.

OR

1. A first level university degree (Bachelor) with a relevant combination of research experience and at least seven (7) years' work experience in generating information products and communicating on agricultural-related subjects.

AND

2. At least five (5) years' experience working with national, regional and international agricultural development agencies and public and/or private sector entities, including stakeholder networks in the CARIFORUM region

OR

2. Evidence of strong and diverse network and relationships with professionals in the APP Implementing Partner agencies, leading agriculture practitioners and key stakeholders at the national and regional levels.

4.1.2 Skills and competencies (All)

- Excellent English Language skills.
- Highly developed writing skills, including ability to draft/edit texts and to articulate ideas in a clear, concise style to a variety of audiences.
- Advanced MS Office skills
- Demonstrated experience in writing communication strategies with a monitoring and evaluation framework

The Contractor will not purchase any equipment on behalf of the Contracting Authority as part of this contract and will provide all equipment required (computer and communication equipment, materials and supplies) to undertake these tasks.

4.2 Reporting Requirements

The Consultant will report to Ms. Diana Francis, Policy and Regional Programming Specialist, Officer-in-Charge APP-PMU, and shall submit the following progress reports in English in electronic format:

1. Inception Report;
2. Activity Implementation Progress reports when required by the PMU and in a format to be agreed upon;

3. Final Consultant's end of contract report, which would include methodologies used to deliver the various outputs, with lessons learned and recommendations for maintaining/enhancing communication for activities in the sector. The report should be produced in Microsoft Word for Windows format and submitted electronically to the PMU by the end of the contract period.

4.3 Submission and Approval of Reports

All reports referred to above in section 4.2 must be submitted by the contracted consultant in English in electronic format to Ms. Diana Francis, based in the IICA Office in Trinidad and Tobago. Ms. Francis is responsible, for the requisite approvals for the Consultant's reports and will provide feedback to the consultant within ten days of receipt of reports.

4.4 Changes to the Terms of References

Changes to the Scope of Work may be made only in accordance to the needs subject to mutual written agreement between the **Consultant** and the Contracting Authority with the endorsement of the APP Project Management Unit (PMU) which is responsible for endorsing all reports under this contract.

4.5 Contract Sum

The Contract Sum may not exceed **US\$28,000** for a package of services to be delivered as defined in the Outputs/Products defined in Section 2.4.3 – Table 1. This Contract therefore does not require a Contractor to provide services for all, but to quote for one or a package of Outputs/Products for which he/she/firm is best able to provide the service within a maximum contract sum. **This sum is to cover all costs associated with the provision of services associated with the outputs/products selected.**

The schedule of payments associated with the Contract Sum is based on provision and acceptance of the outputs/products and reporting requirements defined by IICA and submission of an invoice.

5. MONITORING AND EVALUATION

5.1 Definition of Indicators

Key performance indicators for the Consultant include:

- i. Schedule and process for specific delivering the outputs/products selected.
- ii. Activity implementation progress reports;
- iii. Outputs/products as defined in section 2.4.3
- iv. Consultant end of contract Report.

6. TO APPLY

To apply, please submit a **cover letter, resume** and quote in the format provided in **Annex A** via e-mail appcaribbean@gmail.com **no later than 12:00 noon on Monday March 7th 2016 (local time)** to:

Officer-in-Charge
Agriculture Policy Programme
Inter-American Institute for Cooperation on Agriculture (IICA)

P.O Box 1318, #10 Austin Street
St. Augustine, TRINIDAD AND TOBAGO

(Include: “**APPLICATION- C&KM Services**” as the e-mail subject).

Any prospective applicant who requires any clarification on technical or contractual matters may submit their query to IICA via email at appcaribbean@gmail.com. IICA will respond in writing (via email only) to any request for clarification of the RFQ that it receives prior to the deadline as indicated above.

Selection and evaluation

Candidates must fulfil the minimum profile requirements and comply with the application instructions in order to be evaluated. Short-listed candidates will be contacted directly.