

Invitation for Expressions of Interest PUBLIC AWARENESS CAMPAIGN FOR RePLAST Project

Invitation for Expressions of Interest (EoI) is being solicited for the development of a program of Public Awareness for the RePLAST - OECS project aimed at sensitizing communities in Saint Lucia on the negative impact of the improper disposal of waste; especially plastics, and the benefits to be derived from the recycling of PET plastic bottles.

1.0 BACKGROUND:

1.1. Introduction and context

The RePLAST-OECS project is a two-year initiative (2019 - 2021) targeted at creating a sustainable economic model for the management and recycling of plastic waste in the Caribbean, particularly between the member States of the OECS (Organisation of the Eastern Caribbean) and the French departments of the Caribbean.

Saint Lucia, like most OECS countries has instituted programs and policies for the reduction and ultimate elimination of plastics from their waste streams. With specific reference to plastic bottles, consultation is ongoing with the private sector on the draft Management of Plastic Containers Bill, expected to be tabled in the national parliament soon, with the intention of limiting and controlling the use and disposal of plastic bottles.

This national policy is supported by the private sector e.g., Massy Stores which has demonstrated their commitment to, and support for initiatives for reducing the use of plastic, especially single-use disposable plastic bags. They also actively support community-led initiatives pertaining to the collection of recyclable materials by contributing to their incentive scheme.

Despite the political will to find concrete solutions to address these environmental issues, waste is still not being systematically sorted and recycled in Saint Lucia or any other OECS territory. Meanwhile, a mere 33 kilometres away in neighboring Martinique, a plastic recycling plant, SIDREP funded by the European Union operates below capacity despite a steady but insufficient inflow of used plastic bottles from the French Caribbean territories of French Guyana and Guadeloupe. This RePLAST project thus offers the prospect of a *win-win* regional cooperation project between Saint Lucia and Martinique.

1.2. Broad goals and objectives:

Specifically, the main objectives of RePLAST - OECS project are to provide support for the development and implementation of a Caribbean-wide plastic waste collection and recycling system through a pilot cooperation approach between Saint Lucia and Martinique.

Specifically, the project aims to achieve the following four (4) outcomes:

- Set-up a system for the collection and management of plastic waste, involving public, private and local stakeholders in Saint Lucia.
- Support local recyclers to export used plastic bottles from Saint Lucia (eventually the Caribbean) for recycling, in particular to the SIDREP plant in Martinique.
- Raise the awareness of the Saint Lucia population on the ecological issues surrounding managing and selectively sorting recyclable waste, and
- Extract and learn key lessons from the Saint Lucia pilot project in order to provide relevant and applicable models and case studies for replication in the rest of Saint Lucia and the OECS.

1.3. French Regional Cooperation:

The Regional Cooperation Program at the French Embassy in Saint Lucia to the Organisation of Eastern Caribbean (OECS) States and Barbados, as part of its continued support to sustainable development, and specifically to address the impact of plastic waste on the environment, public health and economic development in the sub-region made a grant towards a project for **Recycling Plastic Waste in the OECS (RePLAST - OECS)** for the implementation of a pilot project with partner countries, viz. Saint Lucia and member states of the Organisation of Eastern Caribbean States (OECS); and Martinique.

1.4. UNITE Caribbean:

The project is being implemented by UNITE Caribbean (UC), who has responsibility for managing the grant and ensuring efficient deliverable of the objectives; including sourcing the in-kind contribution to fill the funding gap in the project.

UC is a Caribbean cooperation and development consulting firm, headquartered in Guadeloupe but with offices in Martinique, the USA and Saint Lucia. Its primary objective is to provide support for sustainable social and economic development of Caribbean territories through regional technical cooperation. UNITE Caribbean responds to the challenges of the Caribbean by networking and sharing the knowledge of public and private actors in the region and by promoting Caribbean expertise across linguistic boundaries. This project is being spearheaded from the Saint Lucia office with support from the other nodes, especially Martinique.

2.0 OBJECTIVES OF THE CONSULTANCY

The public awareness component has four (4) inter-related components as follows:

- Sensitizing the general public about environmental issues and specifically, the negative impact of improper waste disposal practices; and dissemination of information on the benefits and opportunities to be derived from recycling, especially in the context of the RePLAST project.
- Sharing information on the operational details of the RePLAST project, (e.g., points and times of collection) targeted at specific communities partnering in the project.
- Documentation of the key activities, achievements and project milestones; as well liaising with the OECS to share learnings and case studies to aid the replication process, and
- Program of community actions targeting schools and communities, youth, and environmental clubs, e.g., beach clean-ups etc.

2.1. Overall Objective

The overall objective of this consultancy is focused on the first three programs, i.e., a) environmental education targeting the general public, b) informing target communities on the project operations, and c) documenting and sharing key information on project activities – press releases etc. However, the fourth program objective which seeks to support complementary community action, needs to be synergized with the other aspects of the broader public awareness workstream, and must thus be factored in designing the program.

2.2. Specific Objectives:

Below are the specific objectives for the design of the public awareness program:

- 2.2.1. Sensitize the general public on the negative impact of indiscriminate disposal of waste and promote the alternatives of proper sorting, collection and disposal of plastic waste.
- 2.2.2. Highlight the beneficial effects of the circular economy and its core principle of finding value in waste.
- 2.2.3. Provide information targeting partner communities on the operations of the project, specifically, the drop-off points (community collection depots).
- 2.2.4. Development and follow-up of social media platforms such as Facebook, Instagram and Twitter, to support the environmental education, community collection and incentive scheme.
- 2.2.5. Work with the project private sector partners to optimize the value of the complimentary airtime, by negotiating favorable deals for placement, frequency, etc., as well as monitor the impact (listenership/viewership) of said programs.
- 2.2.6. Establish a system to record and disseminate information highlighting key activities and the achievement of critical project milestones, within Saint Lucia and the OECS sub-region, and
- 2.2.7. Liaise with the relevant staff at the secretariat of the OECS Commission (M & E and Communications Unit) as well as project stakeholders, private sector, general public to ensure the project documentation and knowledge sharing goals of the project are fulfilled.

2.3. Lots:

To meet the objectives of this assignment, consultancy bids are being sought either in, a) separate bids for the delivery of Lot 2.3.1 Marketing and Communication, and/or 2.3.2 Knowledge Management and Documentation. In any case, bidders must clearly highlight skills/experience relevant to each output.

Lot 2.3.1: Marketing and Communication: Design and developing a PR and marketing strategy for the RePLAST project including press releases, media, cover of events, social media, publicity materials and publications, photography and digital photography.

Lot 2.3.2: Knowledge Management and Documentation: The contractor will agree and set out measurable communication objectives and targets with Unite Caribbean. The contractor will then report against each piece of work, project, campaign or press release, and

Provide Quarterly Performance Reports on the impact of campaign and lease with OECS commission, project stakeholders, private sector, general public, in order to follow/document the required indicators.

3. **TIMEFRAME** (Timeframe):

The total period of the assignment(s) will be one calendar year (12 months beginning with the signature and commencement of the contract) and should seek to provide three (3) phased campaigns in the case of the PA programs during that period.

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| - Submission of Expression of Interests. | → September 16 th , 2019 |
| - Pre-selection of PR firms | → October 2 nd , 2019 |
| - Review of the ToR for the PR Campaign | → October 4 th , 2019 |
| - Submission of Final Proposal | → November 1 st , 2019 |
| - Negotiations and Signing of Contract. | → November 4 th to November 8 th , 2019 |
| - Start date/launch of 1 ST Campaign | → December 2 nd , 2019 |

4. **WHO SHOULD APPLY:**

Given the multi-faceted nature of the assignment, requiring a mix of, a) written text, b) PSAs, c) social media platforms, c) videography etc., as well as the diversity of target publics, ranging from local communities, national audiences, and the OECS sub-region, bidders can submit separate proposals for, a) the PA campaign, or development of Social Media platform, or b) consolidated bids for both. In any case, we wish to actively encourage the submission of joint-ventures aimed at pooling resources especially within the OECS Region.

This invitation is going out to the firms listed below (as well as any other reputable firms from OECS/CARICOM):

- Mediazone Productions (Wayne Whitfield) St Lucia
- AllBiz Ltd. (Bradley Lacan) St Lucia
- Right Angle Imaging (Barbara Jacobs) St Lucia
- Accela Marketing (Agnes Francis) St Lucia
- Orange Media (Ernie St. Catherine) St Lucia
- Savvy Caribbean Marketing (Asha Vigilante) St Lucia
- Advizze Inc (Kezia Preville) St Lucia
- Independent Film Company (Dale Elliott) St Lucia
- Doodle Interactive (Raul Joseph) St Lucia
- PRMR Inc Barbados
- Blueprint creative Barbados
- POUI Ltd (Anderson Wellington) Trinidad & Tobago

These TORs will be posted on the website of various project partners and will thus be open to any firm within the sub-region/CARICOM.

5. CRITERIA FOR ASSESSMENT:

Based upon the Indications of Interest received, three or four companies (consortium of firms) will be pre-qualified for negotiations, based on the following criteria:

	CRITERIA	POINTS
1.	Interpretation of the assignment and clarity of understanding of the tasks – originality/creativity of ideas	30%
2.	Track record and relevant experience in successfully delivering on similar TORs along with in-house competency.	20%
3.	Value-for-money proposition – internal allocation of the budget, i.e., administrative costs and management fees vs. creative production	20%
4.	Joint ventures – pooling of multiple capacities/skills (SMS, videography etc.) and the firm should have at least one (1) strong partnership or work relationship with a business partner within the OECS Region.	20%
5.	OECS outreach – proven contacts within the sub-regional media landscape	10%
		100%

Pre-qualified firms will have one-month from the date of notification to complete the full-fledged proposal.

6. BUDGET:

The budget for this assignment is EC\$75,000 – EC\$80,000 that includes lots 2.3.1 Marketing and Communications and 2.3.2. Knowledge Management and Documentation:

The estimated **Total Budget** for the Public Awareness Campaign is EC\$200,000. This amount includes airtime from the project's corporate and development partners, e.g., GOSL, Massy, SMA, and SLSWMA.

7. HOW TO APPLY:

Interested firms should apply by submitting a three-page concept note containing the following:

- 7.1. A statement on their understanding and interpretation of the assignment and a skeleton (outline) of a creative approach/response to the tasks.
- 7.2. An indicative budget showing the broad allocation of heads of expenditure.
- 7.3. A brief profile of the firm/company (or joint venture) highlighting their relevant recent work in this field (reference links of clips highlighting recent work, e.g., YouTube Videos would be useful, posters, brochures, radio ads etc., Facebook content), and
- 7.4. Two recent (within the last 3 years) references from clients/customers with which the firm/joint venture has been associated.



Submissions should be addressed to:

UNITE Caribbean
Cnr. McVane and Charles Road
Sans Souci, Castries
P.O. Box GM 725
E-mail: replast@unite-caribbean.com

Clearly marked: Expression of Interest - Public Awareness Campaign, RePLAST - OECS project.

Deadline: **September 16th, 4:00 pm.**

Electronic submissions can be sent to the above e-mail by the date/time stated above.