

TERMS OF REFERENCE

CONSULTANCY TO UNDERTAKE PUBLIC RELATIONS & COMMUNICATION

Project Name: Facilitating an enabling environment for a Caribbean Green Bond Listing on the Jamaica Stock Exchange (JSE)

Location: Remote

Grant No.: LAC-RS-003

Consultancy type: Individual Consultancy

Duration of contract: 14-month period

1. INTRODUCTION

Climate change is a serious threat for the island nations of the Caribbean and the over 40 million people who live there. Due to their small size, geographic location and vulnerable economies, they are highly vulnerable to the impacts of climate change, particularly, increased intensity of hurricanes, sea level rising and higher temperatures and longer drought periods. Adapting to these adverse impacts of climate change will be an enormous challenge for these nations, requiring public and private sector coordination to transition to a low-carbon and climate resilient development. However, the Public Sector does not have adequate domestic funds to fund climate action and require support from the Private Sector to leverage the financial resources to fill the finance gap.

Over the last several years, innovative financial mechanisms e.g. green bonds, blue bonds and blended finance have received increasing attention by demonstrating the potential to unlock private investment for climate change projects. Green bonds have the potential to attract local and international institutional investors (e.g. investment funds, insurance companies, pension funds and sovereign wealth funds) who can leverage support for climate resilience and low carbon development.

2. BACKGROUND

In 2018, the Climate Change Division of the Ministry of Economic Growth and Job Creation (MEGJC) secured financing from the Green Climate Fund (GCF) Readiness and Preparatory Support Programme to mobilize the Private Sector towards low carbon and climate resilient development in Jamaica and other CARICOM states. Under this project, a draft regional scoping study was prepared, which recommended exploring the bond market as a source of debt capital to finance innovative and new business opportunities for resilience. More specifically, a green bond

market has the potential to attract local and international institutional investors who can leverage support for climate resilience and low carbon development.

In response to the recommendation of the regional scoping study, in 2019 the Climate Change Division of the Ministry of Economic Growth and Job Creation (MEGJC) and Jamaica Stock Exchange (JSE), with guidance from the GCF Private Sector Facility, collaborated to develop a complementary GCF readiness request to facilitate an enabling environment for a Caribbean green bond listing on the Jamaica Stock Exchange.

The grant will assess the debt market and foster a conducive environment for a green bond market through building a green bond market ecosystem. A green bond market ecosystem will require participation of key market players. The main project beneficiaries will be potential issuers, brokers, verifiers and regulators, and policy makers, as well as institutional investors (pension funds, banks, etc.). The public is an indirect beneficiary as it will become aware of green bonds through informational videos and engaging with the market players.

The readiness grant is expected to add significant value to national processes that support the broader climate and development agenda outlined in the 2015 Paris Agreement and the 17 Sustainable Development Goals. It will support the implementation of the Climate Change Policy Framework which advocates developing a climate financing strategy, the mobilizing of innovative financing for mitigation and adaptation and crowding-in the private sector. In the future, the country envisions the aggregation of project assets (from public and/or private sources) and refinancing through proceeds of green bonds which can accelerate implementation of the Nationally Determined Contributions (NDCs) in the Caribbean region.

The GCF Readiness Project is being implemented by the National Designated Authority - Climate Change Division (CCD) of the Ministry of Economic Growth and Job Creation (MEGJC) as the Delivery Partner, in collaboration with the Jamaica Stock Exchange (JSE) as Technical Partner. As the Delivery Partner, CCD-MEGJC will be responsible for all procurement, audit, financial and related administrative responsibilities of the project as well as support project monitoring and reporting to the GCF. As the Technical Partner, the Jamaica Stock Exchange (JSE) will be managing the implementation and delivery of the technical components.

The Ministry of Economic Growth and Job Creation, Climate Change Division, now invites eligible Consultancy Firms (“Consultants”) to indicate their interest in providing public relations and communication services for the above-captioned assignment.

3. SCOPE OF WORK

Under the supervision of the Jamaica Stock Exchange’s Marketing Manager, the Consulting Firm is expected to develop and implement communications and public relations strategies that:

- Increase the public's awareness of activities related to the project;
- Foster greater information and knowledge exchange with key stakeholders, development partners and other market participants;
- Facilitate the effective coordination of stakeholder engagement and information-seeking activities.

Against this background, the Consultant is expected to develop a multi-faceted communication and public relation strategy aimed at the following:

- Developing a Communications and Stakeholder Management Plan. This Plan should reflect tasks and activities defined, the strategies to be employed to engage stakeholders, resources required and expected results;
- Drafting/issuing announcements, press releases, articles, public relation features, responses to questions, and other communication methodologies such as advertorial pages, newsletters and updates;
- Developing and maintaining effective working relations with media outlets;
- Responding to any communication related issues which may arise during this period for the project;
- Supporting public communications activities of the Jamaica Stock Exchange through the drafting of talking points, speeches, press releases, Op-Eds, interviews, events, photos and other communication products;
- Assisting with the revision and editing of texts and/or documents, including Interim Reports;
- Developing, maintaining and updating a digital photo record;
- Assisting with the dissemination of results of programmes, projects and activities;
- Providing guidance for exhibition planning and assisting with the preparation and set up of the booth and displays for major events;
- Managing the stakeholder engagement programme, including making contact and maintaining appropriate levels of contact with stakeholders;
- Leading the coordination and hosting of stakeholders' sessions for local and international interventions. This may include but is not limited to roadshows, training sessions and dissemination workshop;
- Any other required activity to fulfil the objectives.

4. EXPECTED EFFORT AND DELIVERABLES:

Specifically, the Consultant will produce the following deliverables:

- Communications and Stakeholder Management Plan;
- Public communication activities of the project through talking points, speeches, photo coverage, interviews, social media publications, workshops, roadshows, videos and any other relevant communication media;
- Press releases about all project related public communication activities disseminated;
- Monthly status reports on the progress of deliverables;
- Quarterly reports on the implementation of Communication and Stakeholder Management Plan;
- Quarterly newsletters for stakeholders and/or public awareness;
- Database of stakeholders and other market participants developed;
- Digital record of all photos and videos related to project activities;
- Technical and promotional materials edited.

5. REPORTING RELATIONSHIP

The Consultant will report and take instruction from the Jamaica Stock Exchange's Marketing Manager or his designate and will be required to submit monthly reports on the deliverables. The Consultant will be asked to attend meetings, answer questions and update any required information, as requested by the Jamaica Stock Exchange, for the duration of the consultancy. Regarding contractual and administrative matters, the Consultant will report directly to the Principal Director of the Climate Change Division of the Ministry of Economic Growth and Job Creation.

6. QUALIFICATION AND EXPERIENCE

The Public Relation and Communication Consultant must:

- Have experience and proven track record in writing for all media platforms;
- Have an advanced degree in Communications, Public Relations, Journalism or related field;
- Have a minimum of ten (10) years relevant professional work experience in public relations or communications;
- Have prior experience undertaking a similar assignment;
- Have experience in undertaking assignments in the region.

The Consultant will also be expected to demonstrate the following competencies:

- A solid understanding of communication principles and approaches;
- Capability and proven experience in crafting messages in various formats (press releases, websites, success stories, blog entries, tweets, etc.) targeting a variety of audiences;
- Experience in social media management;
- Excellent communication skills – oral and written;
- Effective project management, administrative, organisation and time management skills.

7. DURATION OF CONSULTANCY

The consultancy will be for 14 months (full time) up to a maximum of 420 days throughout the life of the project.

8. LOCATION & SUPPORT

- The Consultant will be expected to work remotely;
- The Consultant must be able to participate in project activities during business hours, as well as non-business hours on a regular basis as the consultancy demands;
- Travel will be required for the purpose of site visits, client and stakeholder meetings, and off-site personnel/ management.

9. CONFLICT OF INTEREST

No Consultant involved in this assignment shall have conflict of interest. Accordingly, it is required that the Consultant:

- i. Provide impartial, objective and professional advice;
- ii. Hold the interest of the Government and people of Jamaica as paramount;
- iii. Provide advice that does not conflict with other assignments nor their corporate interests;
- iv. Assigned to this activity not be in conflict with any prior or current obligations/assignments to/with other clients and must be in a position to complete the assignment in a manner consistent with 'ii' above.
- v. Shall not be hired who has a close business or family relationship with a professional staff of this client that is involved (directly or indirectly) in any part in:
 - a. The preparation of the ToR related to this assignment;
 - b. The selection process for the award of contract or the supervision of the contract.

10. SUBMISSION

Interested candidates must submit an Expression of Interest, along with curriculum vitae to the Climate Change Division by **Wednesday, December 23, 2020** at no later than **3:00 p.m.** by email to:

Attn: Principal Director, Climate Change Division
Ministry of Housing, Urban Renewal, Environment & Climate Change
16a Half-Way-Tree Road
Kingston 10
Tel: (876) 926-8583
Email: unamay.gordon@megjc.gov.jm
and copy to: gcfreadinessja@gmail.com