

REQUEST FOR EXPRESSIONS OF INTEREST - “Brand creation and design and production of multi-media products to support visibility programme on climate variability and change in CARIFORUM States”

The Caribbean Community Climate Change Centre (CCCCC) and the Intra-ACP Global Climate Change Alliance Plus (GCCA+) signed an agreement for Enhancing Climate Resilience in CARIFORUM Countries for the benefit of all 16 CARIFORUM countries.

The maximum amount available for this contract is estimated at USD160,000 and the estimated date for the invitation to be issued to short-listed firms is April 28, 2021.

The consultancy will conceptualize, shape and develop a framework that would set forth an integrated approach for the launching of the visibility programme of the Intra ACP GCCA+ Project for CARIFORUM. The conceptual framework must be clearly set out with a well thought out brand, and concepts for multi-media products must appeal to key project stakeholders and a wide-cross section of the CARIFORUM public. The assignment will involve:

- ✓ creation of a brand platform with an integrated logo and slogan, colour palates and other relevant characteristics that express the vibrancy and culture of the Caribbean, while paying close attention to the overall objective of the project, which is *“to support the climate compatible development of the CARIFORUM countries to combat the negative impacts of climate change and disasters, while simultaneously exploring opportunities presented goals of the overall project”*.
- ✓ Design and production of a variety of media products that are compatible and adaptable with multi-media distribution channels including social media, traditional broadcast media, print media, on-line engagements and face to face interactions. Some of the products envisaged include brand platform and digital products such as info-posters and power point template, information package and variety of audio video products. As a result of the bilingual nature of the CARIFORUM countries participating in the Project, the products will be required in English, French and Spanish.

Participation in tendering is open on equal terms to natural and legal persons (participating either individually or in a grouping (consortium) of tenderers which are established in a Member State of the European Union and/or African, Caribbean or Pacific (ACP) State. Participation is also open to international organisations. Sub-contracting will be allowed.

Companies to be short-listed must have the experience in providing similar services, with relevant inhouse staff or access to consultants and sufficient financial stability for a contract of this size. Short-listed companies are expected to have the requisite skills and competencies in developing creative concepts for brands, promotional material in multi-media formats, and have at least ten (10) years’ experience in these specific areas:

- Writing for promotional and visibility educational materials production with demonstrated experience in designing for diverse audiences.
- Cutting edge layout and design of printed material, for example magazines, presentation folders, calendars, flyers, information products etc. with a good accuracy record.

- Audio visual production with digital cameras and frontline production equipment, crews and editing facilities.
- Overall competence regarding consistency for high standard, timeliness and dependability.
- Knowledge of and previous experience on climate change and environmental management issues.
- At least five (5) successfully completed similar assignments that involved branding, and the preparation of promotional material to support a uniformed communications campaign and visibility programme;

Expressions of Interest should be submitted to tsanderson@caribbeanclimate.bz by Thursday 22nd April on or before 4:00 PM Belize Time.