



CARIBBEAN (NGO) POLICY DEVELOPMENT CENTRE (CPDC)

TERMS OF REFERENCE

CONSULTANT TO DEVELOP A COMMUNICATION PLAN FOR A DEBT AND CLIMATE JUSTICE ADVOCACY CAMPAIGN FOR CARIFORUM STATES

I. BACKGROUND

The Caribbean Policy Development Centre (CPDC) is a legally registered non-profit headquartered in Barbados and established in 1991. CPDC serves as a regional umbrella NGO for organisations comprising of small farmers, women, youth, Indigenous People, rural populations and faith-based organisations located across CARICOM. CPDC also has strong networking partnerships with organisations of persons with disabilities, artisans, micro-entrepreneurs, human rights, and workers. Altogether, it serves some thirty-five (35) regional, sub-regional and national (local) NGOs working at the grassroots level in economic, social, and cultural areas in the Caribbean. The Centre also has working relationships with many other NGOs and development partners across the region.

The organisation was mandated to work with NGOs and civil society to understand how policies affecting Caribbean people are made; to share information about policies and decision-making processes; to work to influence and bring change to the developmental process, and to support and to lobby for policies which improve the lives of Caribbean people. In fulfilling its mandate, the CPDC seeks to build the confidence and the ability of the Caribbean people to influence public policy.

Funded by the Open Society Foundation (OSF), CPDC has implemented a project entitled “Confronting the Debt Challenge within the Caribbean, Charting a Sustainable Path for Caribbean Development”. The project aims to coordinate a Caribbean civil society solutions-oriented regional policy and advocacy strategy to highlight and address the adverse effects of high debt levels exacerbated by public health crises, climate change effects, and the historical development deficits caused by the structural vulnerabilities of Small and Vulnerable Developing States (SVDS). CPDC through this advocacy campaign, is aiming to build a case for Caribbean Debt relief and restructuring based on its inherent climate and economic vulnerabilities.

II. PURPOSE AND OBJECTIVES

CPDC is desirous of undertaking a consultancy to formulate an advocacy and communications plan to promote the project activities being implemented under this project. The visibility/communications plan will strengthen the efforts of civil society organisations (CSOs)



to build cohesion, support and an international lobby for Caribbean debt relief and solutions within the international policy arena.

The Consultant will serve as an external contractor functioning in a public relations capacity to ensure a coordinated approach to advocacy demands and policy recommendations. In this context, the Consultant is expected to provide technical assistance to the CPDC to advance the Centre's debt and climate justice campaign.

General Objective

- To develop the CPDC's debt relief and climate justice advocacy campaign towards strengthening the voices of CARIFORUM NGOs within the international policy arena while increasing public awareness of the implications of high debt on sustainable development in the region.

Specific Objectives

- To formulate a 15-20-page communication workplan and implementation matrix for advocacy activities within the project schedule. This activity will include the following:
 - Facilitation of a 1-2 day planning session with CPDC's team and key stakeholders.
 - Identification and summation of key debt policy positions to be communicated (based on the documentation and input of CPDC and its stakeholders).
 - Identification of general target groups (CSOs, Policy makers, Private Sector, IFIs, Donors etc.) for the communication outreach process and al recommended a strategy for engagement.
 - Undertake a mapping exercise to identify 10-15 well patronized media houses in the Caribbean and recommend a methodology to engage each category of media house.
 - Formulation of an implementation matrix of key tasks and activities to be completed .
- To coordinate and undertake an advocacy outreach campaign, generating the following materials to disseminate to stakeholders for a period of 5 months:
 - Coordinate and/or prepare 10 -15 posters/banners for online publishing.
 - Coordinate and/or prepare 10 special interest stories on debt based on CPDC's research and work (1-2 pages each).



- Draft and finalise 20 press/news releases utilizing a combination of (written releases, audio clips, video clips, etc.) for newspapers, social media articles, and partner website.
- Facilitate 5-8 interviews with regional media to promote project activities and advocate for debt relief and climate justice.
- Review and prepare other communications materials as required.

III. PROFILE/CONSULTANCY QUALIFICATIONS AND SKILLS

The Consultant/s is expected to have the following qualifications/specialised knowledge/experience required to complete the task:

Qualification and Experience

- A relevant Bachelor's university degree in communications management, public relations, corporate communications, journalism and mass communications or a related field and/or
- At least ten years of direct experience and a successful track record in the field of corporate communications, journalism, digital marketing or social media management.

Other Experience and Knowledge Requirements

- Demonstrated track record in undertaking regional communications assignments
- Demonstrated track record of preparing quality reports
- History of relevant work in the Caribbean region
- Demonstrates excellent interpersonal and professional skills in interacting with multistakeholder development partners
- Proven network of existing regional media-houses contacts would be an asset
- Proven ability to work reliable under tight deadlines
- Strong Communication skills in English (oral, written and presentation skills)
- Strong organizational skills and ability to work with limited supervision
- Experience conducting similar assignments with a national or regional development agency is an asset.

IV. DURATION OF THE ASSIGNMENT

This Consultancy shall be executed over the period 24th March 2023 – 31st August 2023.



V. DELIVERABLES

The Consultant is required to complete the following:

- A communications workplan and implementation matrix that outlines steps to enhance CPDC's debt and climate justice advocacy campaign by 31st March 2023.
- Special interest stories completed and disseminated by 31st July 2023.
- Interviews with regional media broadcasted by 7th July 2023.
- Disseminate all campaign materials to social media and to the press by 31st July 2023.

VI. MANAGEMENT

The Consultant will be directly supervised by the Officer in Charge or a designate.

VII. CONFIDENTIALITY AND OWNERSHIP OF FINAL OUTPUT

The Consultant shall not disclose any private CPDC information revealed in the course of this assignment. The Consultant has no legal claim on any outputs resulting from this assignment for which payment has been duly made.

VIII. VIII GUIDELINES FOR APPLICATIONS

Interested persons are requested to submit the following:

- A cover letter to the attention of the Officer in Charge, Caribbean Policy Development Centre
- Evidence of the applicant's history of delivery of similar programmes; and **Examples of similar work**
- A Technical and Financial proposal outlining the cost for undertaking this assignment. The Financial Proposal should provide details of the costs broken down by days/tasks against proposed outputs. The Technical Proposal should outline the technical needs and requirements for the consultancy.

Submissions are to be sent to the Caribbean Policy Development Centre via electronic mail - cpdcsubmissions@gmail.com with the subject line: **CONSULTANT TO DEVELOP A COMMUNICATION PLAN FOR A DEBT AND CLIMATE JUSTICE ADVOCACY CAMPAIGN FOR CARIFORUM STATES**

All applications must be submitted by 17 March 2023 by 5:00 p.m. (UTC/GMT -4).

CPDC will only respond to the successful applicant(s). Only persons meeting the criteria as outlined in the Terms of Reference should apply.