



Caribbean Policy Development Centre

Terms of Reference

Consultancy to Provide Communications Support to the 11th European Development Fund (EDF) Project “Enhancing CARIFORUM’s Civil Society Capacity to Participate in National and Regional Development Programming and Policymaking Project”

I. BACKGROUND

The Caribbean Policy Development Centre 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 peoples to influence public policy. Our main work modalities are research, training, advocacy, publications, public education, and institutional strengthening. CPDC is officially recognised, both regionally and internationally, as the principal representative of Caribbean NGOs working with CARICOM/CARIFORUM, Commonwealth Foundation, and UN System Agencies.

The CPDC, with support from the European Union (EU), is implementing a project entitled “Enhancing CARIFORUM’s CSO Capacity to Participate in National and Regional Development Programming and Policymaking” to improve the effectiveness of the strategies and modalities for national and regional CARIFORUM Civil Society Organisations to deliver developmental services and representation that may influence CARIFORUM’s social and economic development programmes and policies for sustainable Caribbean development.



The project covers fourteen CARIFORUM countries: Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago and Suriname. Within CARIFORUM, there has been a deficit in the institutional and implementation arrangements that allow for the participation of CARICOM Civil society in the integration process.

The need for such participation has become more urgent with the pending COVID-19 pandemic, which has increased the demand for services from the sector at the same time that the sector feels more vulnerable. The project actions will strengthen NGO/CSO institutional structures, augment their human and financial resources, upgrade their technical capacity to address the new challenges brought about by COVID-19, and increase their capacity for evidence-based policy advocacy. The target groups will gain improved capacity to efficiently deliver services and to effectively represent themselves and other marginalised social sectors on critical national and regional developmental concerns. The project will foster an enabling environment for enhanced civil society involvement in regional development through strengthening advocacy networking, skills capability, access to resources, and documenting and showcasing the sector's important historical role in Caribbean development.

II. PURPOSE AND OBJECTIVES

CPDC is desirous of increasing public communications on the outputs and key deliverables under this project

General Objective

To this end, CPDC is seeking a consultant to provide strategic communications support to the 11th EDF project

Specific Objectives

Specifically the consultant will seek:

1. To increase awareness of the work and achievements of the 11th EDF project, among key stakeholders and the general public.
2. To promote CPDC's mandate and areas of work with respect to this project
3. To foster timely dissemination of information to key stakeholders, development partners, NGOs and Civil Society sector
4. Act as a liaison between CPDC, media houses and communication partners in the execution of project activities identified under this consultancy

III. INSTITUTIONAL PROFILE/ CONSULTANCY REQUIREMENTS

A. Qualifications and Experience

A Bachelor's Degree or higher in Communications, Journalism or a related field.



At least three (3) years of proven experience in communication, journalism, print media, research documentation or report writing

B. Skills and Competencies

1. Excellent written and spoken English;
2. Excellent written and verbal communication;
3. Demonstrated familiarity with local media, and established network of concepts with local journalists;
4. Ability to express clearly and concisely ideas and concepts in written and oral form;
5. Demonstrated competency in the use of computer and internet information software, use of desktop publishing software.

IV. DURATION OF THE ASSIGNMENT

The consultancy will run over the period December 1, 2023 – August 31, 2024

V. DELIVERABLES

The Consultant is expected to produce the following deliverables identified in the table below:

Activity	Activity Date	Deliverables
Project Output 2		
One regional CCWG meetings convened among CSO Leaders	July 25 th – 28 th , 2023	– Communique on CCWG meeting held in July, 2023
Publication of one research paper on “Food security in the Caribbean”	October 2023	– Invitation of Food security paper launch – Press release – Communication support for Project launch – Creation of graphic to boost food security paper – Public awareness video on food security
National consultations to be held in CARICOM countries, in collaboration with CARICOM, on the role of CSOs	2024	– Press release on each consultation – Invite media – Promotion of event on social media – Video clips
Regional Policy Meeting for CSOs	June 2024	– Invite Media – Press Release – Promotion of event on social media

		– Video clips/voice clips
Publication of Policy Magazine	November, 2023	– Creation of graphic to boost Policy Magazine
Project Output 3:		
Awareness on Regional Research paper – Mapping the Value of the Social and Economic Contributions of the NGO Sector in the Caribbean;	March 2024	Assistance with preparation of policy brief
Public advocacy video to highlight the results of the research paper “Mapping the Value of the Social and Economic Contributions of the NGO Sector in the Caribbean”	January, 2024	– Administration support for development of video – Assist in developing the script and direction of the video
Project Output 4:		
Highlight the work of four(4) subgrants that were issued to the following NGOs to implement activities in their communities: a. Council of Voluntary Social Services (CVSS) - Jamaica b. Women’s Institute for Alternative Development (WINAD) - Trinidad c. Sarstoon Temash Institute for Indigenous Management (SATIIM) - Belize d. Sophia Community Development Association (SOCDA) - Guyana	November, 2023	Administration support for development of 90 second videos to highlight the work undertaken by each subgrantee
One regional skills building Clinic	March, 2023	– Invite Media – Press Release following the completion of clinic – One 90-sec reflective video from participants for each workshop – Promotion of event <i>via</i> social media
Three (3) National skills building workshops	Guyana, July, 2023 Suriname 2024 Belize 2024	– Communique on Workshop held in July, 2023 – Invite media – Press releases following the completion of each workshop



		<ul style="list-style-type: none"> – One 90-sec reflective video from participants for each workshop – Promotion of event <i>via</i> social media
Public Awareness on Two (2) training videos on Monitoring and Evaluation are to be developed.	January, 2024	Providing support for boosting videos on Social media
An instructional video to be developed and placed on the website to allow registrants to upload and register their organisations	November, 2023	Preparation of an instructional video to be placed on CPDC's website to guide registrants in uploading and registering their organisations
Preparation / Design of quarterly virtual or digital newsletters / digests on the results of the project to be disseminated to partners via email		

VI. ADMINISTRATION

The Consultant shall report to the CPDC Officer in Charge or his designate.

VII. INTELLECTUAL PROPERTY

All information pertaining to this consultancy shall remain the property of the CPDC, who shall have exclusive rights over their use. The information shall not be disclosed to the public nor used in whatever form without written permission from the CPDC.

VIII. GUIDELINES FOR APPLICATIONS

CPDC is requesting the following submissions.

- A cover letter to the attention of the Officer-In-Charge, Caribbean Policy Development Centre;
- Curriculae Vitae of all consultants participating in the assignment (as an Appendix) a detailed proposed budget for this project;
- A detailed description of the work approach, detailed methodology and work plan and budget for performing the consultancy;
- A one-page outline of each consultant or key experts assigned to this project, outline relevant qualification and experience;
- Any important value-added elements your organisation may wish to add to your service provision to enhance your bid evaluation.



Submissions are to be sent to the Caribbean Policy Development Centre via electronic mail - cpdcsubmissions@gmail.com or cpdc@caribsurf.com. The subject line is **Consultancy to provide Communications Support to the 11th EDF Project**.

All applications must be submitted by Wednesday, November 15, 2023, by 5:00 p.m. (UTC/GMT -4).

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