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## General information

### a. Brief information on the project

The project Climate-Resilient Water Sector in Grenada (G-CREWS) presents an opportunity to comprehensively mainstream and implement climate resilience throughout Grenada's entire national water sector. The project's holistic approach addresses two main climate risks and vulnerabilities of Grenada: freshwater availability and disaster preparedness.

To achieve its objective, the project supports the water sector's comprehensive transformation on multiple levels, which represents a nationwide 'paradigm shift' for Grenada's overall resilience. This paradigm shift will include citizens and businesses as water users, the public sector as provider of potable water and infrastructure, and behavioural changes triggered through appropriate governance, regulation, economic incentives and raising awareness.

The project is jointly financed by the Green Climate Fund (GCF) and the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) under its International Climate Initiative (IKI), and the Government of Grenada. Over 6 years, the Government of Grenada, the Grenada Development Bank (GDB) and the National Water and Sewerage Authority (NAWASA) in partnership with the German Development Corporation (GIZ) implements the project's five components.

financed by GCF:

- Climate-Resilient Water Governance
- Climate-Resilient Water Users
- Climate-Resilient Water Supply System

financed by BMU:

- Additional Contributions of the Water Sector to Grenada's NDC
- Regional learning and replication

The detailed description of the project can be found in in the Funding Proposal<sup>1</sup>.

The contractor will contribute to the achievement of output 2, complying with the associated indicators, fulfilling the module objective indicators, and implementing parts of the activities described below.

### b. Context

The objective of the awareness measure in G-CREWS is to strengthen the understanding and awareness of the public, the private sector and political decision makers about the challenges the water sector faces due to climate change. To make households, businesses, hotels and farmers aware of challenges related to climate change and available solutions through the government and G-CREWS project to reduce water consumption.

To this end, a communication strategy was designed and is being implemented to complement and support the climate resilience of water users in Grenada, as well as to create awareness about the actions of the project itself, in order to reach the following goals:

- Create a broad understanding about the specific climate-induced limits and challenges regarding the availability of water resources in Grenada.
- Support behavioural change activities of water users and decision makers.
- Boost support from high-level decision makers and the general public for the measure to support climate resilience of water governance structures in Grenada, including institutional amendments and financial sustainability.
- Support regional learning and rollout based on the experience of G-CREWS in Grenada.

The goals will be achieved through:

- Enhancing knowledge about the water sector and the impacts of climate change
- Providing education and increasing awareness about efficient water use and rainwater harvesting

- Building trust in the new water governance structures, including the necessity and impacts of new water tariffs
- Building awareness about the G-CREWS project

All campaigns will use the three-step approach that includes the publication plan (brochures, flyers, etc.), public relations plan (meetings, consultations, fairs and school events, TV and radio appearances etc.) and social media plan. In addition, for the regional dimension, close and long-term links will be established between GIZ, GoG and NAWASA with the Organisation of Eastern Caribbean States, the Caribbean Community Climate Change Centre, the Caribbean Water and Sewerage Association and the Caribbean Community (CARICOM), in order to make optimal use of regional events.

A study of the knowledge, attitudes and practices (KAP) of the Grenadian public in relation to these topics has been conducted. This KAP survey helps to focus the different campaigns in formulating key messages, addressing the different audience segments and using the right communication channels and timing for the respective audience segments. The KAP study at the start of the communication activities is used as a baseline against which a midterm KAP study will be measured to identify impacts and needs for adjustment. A final KAP study towards the end of the G-CREWS project will provide a way to measure the success of its awareness and education activities.

The project implements the activities in close cooperation with the Grenadian project partners. So far, the following measures have been already developed:

- A G-CREWS Communication Strategy which guides the direction of communication and awareness roll out over the project lifecycle
- A Social Media Strategy: speaks of the project social media channels, dissemination layout of information that will be passed to the general public
- Cooperation with counterparts through the establishment of a G-CREWS Communication Officers team which meets monthly to discuss project communication rollout
- Developed and Published products eg. Videos on Rainwater Harvesting, Car Washing

The overall objective of this assignment is to **develop a Communication Operation Plan for all G-CREWS awareness and communication (AC) measures.**

**Specific Objectives are:**

- For each sub-activity and the overarching goal of the project AC:
  - objectives, key messages, target groups for AC are identified
  - measures / products are identified
- Identified measures are analyzed and restructured
- To develop a communication kit using different elements (video sequences, text, pictures) for the creation of media measures
- a module based AC Operation Plan is developed based on the media measures elaborated upon
- products to be developed and elaborated on by media consultant (to be integrated in ToR for PR Consultant) are developed

c. GIZ shall hire the contractor for the anticipated contract term, from 14.03.2022 to 31.05.2022

d. The contractor shall provide the following service:

The assignment is expected to be performed by one expert.

The service provider is expected to perform the following tasks during the consultancy:

1. Identifying AC demands by engaging GIZ staff for the following activities:

- Objective
- Target group
- Key messages
- Potential materials needed to be developed and elaborated on
- Materials already developed

For the (sub)-activities:

- 1.1: Establishment and Empowerment of a Water Resources Management Unit
- 1.2: Mainstreaming of Climate Resilience Water-Related Sectors
- 1.3: Climate-Responsive Water Tariff
- 2.1: Challenge Fund for Climate-Resilient Commercial Water Users
- 2.2: Awareness Campaigns, Education, Outreach
- 3.1: Climate-Resilience of NAWASA's Supply Systems
- 3.2: Disaster-Resilience in Medical Centers
- 3.3: Disaster-Resilience in NAWASA's Systems
- 4.1: Development of an emissions inventory for the water sector in coordination with the Nationally Determined Contribution (NDC) process in Grenada
- 4.2: Implementing NAWASA water loss reduction strategy
- 4.3: Assessment and implementation of selected renewable energy technology options for NAWASA
- 5: Increased learning and replication of climate-resilient water sector approaches in the Caribbean

## 2. Analysis

- Which measures are promising?
- What do we have already
- Are there duplications between the measures identified and those already created?
- What has to be done to elaborate the new and / or revised measures?

## 3. Structuring Modular System

- Define the modular communication kit and products
- Define media products to be developed

## 4. G-CREWS Communication Operational Plan

- Time plan for the implementation of these products
- Cost estimation
- Resources that will be needed
- Milestones

## 5. Product list for media expert

- Elaborate the task list for the media expert to be integrated in the contract extension to be implemented within the current year

Expert must work in close collaboration with the G-CREWS Communication expert.

### **Time schedule & Place**

In total, this assignment will have a volume of up to 20-expert days (PD) on-site in Grenada. At the beginning of the contract, the contractor will develop a timetable with expected deliverable activities and dates.

The assignment will commence on 14.03.2022 and end on 31.05.2022.

The following table proposes the allocation of time aligned to the presumed weight of tasks however, adjustments can be proposed during the pre-assessment period.

ACTIVITY	SUPPORT	EXPERT DAYS
<b>Assessment</b>		
a. Interview the GIZ staff responsible for the implementation of the sub-activities.	GIZ Communication Expert	8 days
<b>Analysis</b>		
b. Present a matrix of the measures elaborated in the communication kit by indicating the feasibility of each measure comparing them with other similar measures already developed	GIZ Communication Expert, Media Expert	4 days
<b>Operation Plan</b>		
c. Develop an AC operation plan and present findings	GIZ Communication Expert	4 days
<b>Task list to be integrated into Media consultant TOR</b>		
d. Develop a task list that can be incorporated into the TOR of the media consultant	GIZ Communication Expert	4 days

The offer shall be calculate based on the 20 days mentioned above. In the contract there is no claim to exhaust the full budget. The budgets are agreed in the contract "up to".

### Deliverables Products

No.	Deliverables	Due date after start of assignment
1	Inception presentation on schedule for executing the assessment	start
2	List showing demand on AC measures	+ 8 days
3	Matrix showing restructured AC measures	+ 12 days
4	Operational Plan	+ 16 days
5	Draft and Final task list for Media Expert	+ 20 days

The payment plan for the contract is linked to the above-mentioned deliverables and proposed as follows:

- Advance payment: 40%, with contract signature (only in case of independent experts, not companies)
- Final Payment: 60%, after completion of task (against provision and approval of final original invoice. We do not cover third parties' bank fees).

## **Tender requirements**

### ***1. Qualifications of proposed staff***

#### ***1.1 Expert 1:***

##### **1.1.1 General qualifications**

**Education: University qualification (first degree/master's) in Communication, Marketing, Project Management, or a related discipline to the relevant subject area**

**Professional experience: Minimum of 10 years of experience in Communication / Awareness / Marketing / Project Management**

**1.1.2 Experience in the region/knowledge of the country: At least 3 years' experience working on a similar project within the Caribbean region**

**1.1.3 Language skills: business fluency in English with excellent communication and presentation skills**

### 3. Specification of inputs

Fee days	Number of experts	Number of days per expert	Comments
• Preparation/debriefing	1	2	
• Implementation	1	18	
Travel expenses	Number of experts	Number of days/nights per experts	Comments
• Per-diem allowance in country of assignment	N/A	N/A	
• Overnight allowance in country of assignment	N/A	N/A	
• Travel costs (train, private vehicle)	N/A	N/A	
Flights	Number of experts	Number of flights per experts	Comments
• International flights	N/A	N/A	
• Domestic flights	N/A	N/A	
Other costs	Number of experts	Amount per experts	Comments
• Flexible remuneration	N/A	N/A	

Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price sheet.

**Note:**

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.