

**GOVERNMENT OF SAINT LUCIA**

**SAINT LUCIA HUMAN CAPITAL RESILIENCE PROJECT – P170445**

**CONSULTANCY SERVICES TO DEVELOP A COMMUNICATION STRATEGY AND IMPLEMENTATION SUPPORT PLAN FOR SOCIAL PROTECTION IN THE MINISTRY OF EQUITY, SOCIAL JUSTICE, LOCAL GOVERNMENT AND EMPOWERMENT**

**REQUEST FOR PRPOSALS**

The Government of Saint Lucia has received financing from the International Development Association (IDA) of the World Bank to implement the Saint Lucia Human Capital Resilience Project. Through this project, the Government is seeking to strengthen the resilience of its population and to address issues of poverty, vulnerability to shocks and youth unemployment by pursuing a two-pronged strategy focussed on (i) improving the labor market relevance of skills in selected sectors and (ii) increasing the efficiency and coverage of the social protection system in Saint Lucia. Specifically, the project has two main components namely:

1. A component on Technical and Vocational Education and Training (TVET), which focuses on the promotion of higher quality technical and socio-emotional skills and the transformation of the TVET sector from a supply-driven system to a demand-driven system that responds to a dynamic labour market.
2. Strengthening Social Protection Policy Frameworks and improving the implementation of flagship social programs with an emphasis on increasing the efficiency and coverage of the Public Assistance Programme (PAP), Saint Lucia’s main cash transfer programme.

To address such issues of poverty, unemployment and vulnerability to shocks, the Ministry responsible for Social Protection in Saint Lucia has been engaged in social protection reforms for the last decade with the objective of *inter alia,* improving coordination among agencies, improving delivery mechanisms, strengthening targeting and information management systems, and making social protection systems and programmes adaptive to the impact of climate-related and other types of shocks. To date, the most significant achievements of the reform process include the approval of the National Social Protection Policy in 2015, the drafting of the Social Protection Bill and the update of the proxy means test targeting tool, the SL-NET 3.0 (National Eligibility Test), to identify vulnerable families.

To advance the reform process, the Ministry of Equity, Social Justice, Local Government and Empowerment (MoEQ) will implement several initiatives under the Human Capital Resilience Project. Under this project, the Government of Saint Lucia is pursuing a two-pronged strategy to support greater human capital and resilience through the provision of more and higher-quality vocational, academic, and socio-emotional skills, particularly for youth, as well as increasing the efficiency and coverage of the Social Protection system.

In support of the project as well as the broader Social Protection reform agenda, the Ministry will facilitate the development of a Communication Strategy which will focus on raising awareness of Social Protection, through targeted messages shared via appropriate communication & information channels. The Ministry believes that a communication strategy is a critical bridge between the current situation and the desired social and behaviour change expected for a successful Social Protection Reform process. Among other things, the strategy will allow for the identification of key actors/stakeholders within the social sector, and the development of pertinent messages to facilitate positive involvement in the process of local and national dialogue towards inclusive and sustainable development.

The duration of the assignment is eight (8) months.

The Terms of Reference is attached as Annex 1.

The Ministry of Equity, Social Justice, Local Government and Empowerment now invites interested eligible Individual Consultants to submit Proposals for the provision of consultancy services to **DEVELOP A COMMUNICATION STRATEGY AND IMPLEMENTATION SUPPORT PLAN FOR SOCIAL PROTECTION. Proposals** should include the consultant’s updated curriculum vitae indicating his/her: (i) academic qualification (ii) personal and technical skills (iii) experience in working with similar projects in developing countries (iv) the names of at least two (2) references with contact information (e-mail address and telephone or fax numbers).

An individual consultant/firm will be selected in accordance with the Open Competitive Selection of Consultants method as detailed in the World Bank – Procurement Regulations for IPF Borrowers, Procurement in Investment Project Financing – Goods, Works, Non-consulting and Consulting Services dated July 2018. In assessment of submissions, consideration will be given to qualifications, technical competence and experience working on similar assignments in developing countries. All information must be submitted in English.

The Ministry reserves the right to accept or reject late applications or to annul the selection process at any time prior to contract award. Further, the Ministry will not be bound to assign any reason for not engaging the services of any applicant and will not defray any cost incurred by any applicant in the preparation and submission of Proposals.

A hard copy of Proposal must be received at the address provided below no later than **4:30 pm** **Eastern Caribbean Time on Friday, July 23, 2021.** This submission must be received in a sealed envelope and should be clearly marked **HUMAN CAPITAL RESILIENCE PROJECT** **“PROPOSAL TO DEVELOP A COMMUNICATION STRATEGY AND IMPLEMENTATION SUPPORT PLAN FOR SOCIAL PROTECTION.** The name andaddress of the applicant should also be clearly marked on the envelope.

Three (3) hard copies of the Proposal must be received at the third address below no later than 9:00 am Saint Lucia local time on July 23, 2021. The sealed envelope containing each submission should include the name and address of the applicant and shall be clearly marked **“Submission of Proposal – HUMAN CAPITAL RESILIENCE PROJECT** **“POPOSAL TO DEVELOP A COMMUNICATION STRATEGY AND IMPLEMENTATION SUPPORT PLAN FOR SOCIAL PROTECTION.”**

**Instructions**

**S**ubmission of Proposals

##### **Electronic copies**

##### CONTACT

##### Address 1: for clarification on electronic submissions

Project Implementation Unit, HCRP

[secslhcrp2021@gmail.com](mailto:secslhcrp2021@gmail.com)

##### Address 2 - copy to Human Capital Resilience Project

[technicalcoordinatorhcrp@gmail.com](mailto:technicalcoordinatorhcrp@gmail.com)

##### **Hard Copies**

##### CONTACT

**ADDRESS:**

**The Chairperson**

**Procurement Committee, Ministry of Education**

**C/O**

**Permanent Secretary**

##### **Ministry of Education, Innovation, Gender Relations and Sustainable Development**

**4th Floor**

**Francis Compton Building, Waterfront, Castries**

**Telephone: 758 468 5288 / Fax: 758 453 2299**

**Castries**

**Saint Lucia**

Further information on the project may also be obtained by contacting Mrs. Velda Octave-Joseph via email at [**vjoseph@gosl.gov.lc**](mailto:vjoseph@gosl.gov.lc)or telephone number 4685108/4685125 between 9:00 am and 4:00 pm Eastern Caribbean time, Monday to Friday.



**GOVERNMENT OF SAINT LUCIA**

**Saint Lucia Human Capital Resilience Project – P170445**

**TERMS OF REFERENCE**

**CONSULTANCY SERVICES TO DEVELOP A COMMUNICATION STRATEGY AND IMPLEMENTATION SUPPORT PLAN FOR SOCIAL PROTECTION IN THE MINISTRY OF EQUITY, SOCIAL JUSTICE, LOCAL GOVERNMENT AND EMPOWERMENT**

**June 2021**

**Background/Context**

Saint Lucia is a Small Island Developing State in theEastern Caribbean. It has a population of approximately 180,000 (2018) and a Gross National Income (GNI) per capita of US$9,460 as of 2018. Gross Domestic Product (GDP) grew at a modest 1.5 percent in 2018, and public debt has remained moderately high in recent years. As it relates to social indicators, based on the most recent poverty statistics derived from the Survey of Living Conditions and Household Budget Survey (2016), poverty levels fell from 28.8 percent in 2006 to 25 percent in 2016. However, despite this decline, data shows that over the last three (3) decades or so, poverty rates have remained consistently high despite several social assistance programmes. During the same period (2006 – 2016), unemployment increased substantially, from 13.2 to 23.3 percent.

To address such issues of poverty, unemployment and vulnerability to shocks, the Ministry responsible for Social Protection in Saint Lucia has been engaged in social protection reforms for the last decade with the objective of *inter alia,* improving coordination among agencies, improving delivery mechanisms, strengthening targeting and information management systems, and making social protection systems and programmes adaptive to the impact of climate-related and other types of shocks. To date, the most significant achievements of the reform process include the approval of the National Social Protection Policy in 2015, the drafting of the Social Protection Bill and the update of the proxy means test targeting tool, the SL-NET 3.0 (National Eligibility Test), to identify vulnerable families.

To advance the reform process, the Ministry of Equity, Social Justice, Local Government and Empowerment (MoEQ) will implement several initiatives under the Human Capital Resilience Project. Under this project, the Government of Saint Lucia is pursuing a two-pronged strategy to support greater human capital and resilience through the provision of more and higher-quality vocational, academic, and socio-emotional skills, particularly for youth, as well as increasing the efficiency and coverage of the Social Protection system.

In support of the project as well as the broader Social Protection reform agenda, the Ministry will facilitate the development of a Communication Strategy which will focus on raising awareness of Social Protection, through targeted messages shared via appropriate communication & information channels. The Ministry believes that a communication strategy is a critical bridge between the current situation and the desired social and behaviour change expected for a successful Social Protection Reform process. Among other things, the strategy will allow for the identification of key actors/stakeholders within the social sector, and the development of pertinent messages to facilitate positive involvement in the process of local and national dialogue towards inclusive and sustainable development.

**Objectives of the Consultancy**

The overall objective of the consultancy is to improve awareness and knowledge of the public in general, communities and beneficiaries, on Saint Lucia’s Social Protection system. Specifically, the consultancy will seek to achieve the following:

1. Awareness raising among policy makers and social protection organizations on the ongoing SP Reform process to ensure understanding of the system and to ease implementation of change processes.
2. Awareness raising among the general population in order to facilitate understanding of the SP system.
3. Dissemination of appropriate information to stakeholders (including beneficiaries and potential beneficiaries) to facilitate effective utilization of SP processes/procedures to access relevant programmes.
4. Increased visibility of Saint Lucia’s Social Protection System to maintain commitment and involvement of the various stakeholders;

**Activities and Tasks**

The selected consultant will be required to undertake the following:

1. Conduct a desk review of available data on Social Protection Programmes in Saint Lucia.
2. Conduct a baseline assessment to inform the development of a culturally-appropriate and gender-sensitive communication strategy and ensure that there is no duplication of materials being produced.
3. Identify key stakeholders/audiences as well as appropriate communication objectives and channels for each target audience at both the national and community levels, including the public, the Government, media, vulnerable groups, beneficiaries, NGO’s and CSOs etc. Dissemination methods to include kweyol to maximise effective communications of key messages, to specific stakeholders.
4. Conduct gender-equitable consultations/focus group discussions with various stakeholders/audiences to identify and tailor communications products to the target audience, including communities and beneficiaries.
5. Develop an advocacy and culturally-appropriate communication strategy, with required media and language aimed at increasing awareness, understanding and knowledge of the public on Social Protection in general and Saint Lucia’s Social Protection System, in particular.
6. Develop a costed implementation plan with timelines for the advocacy and communication strategy, including responsible stakeholders, channels, materials and frequency.
7. Conceptualise, design and develop Information, Education and Communication (IEC) materials on social protection with appropriate and relevant messages tailored for different audiences using various formats as appropriate such as text, graphics, imageries, infographics, videos, printed materials, web/online media, social media, etc.
8. Design a standard publication layout for dissemination of information on Social Protection for use in future publications.
9. Develop key messages for reproduction in presentations and speeches by Senior government officials.
10. Develop a guide for all communication on Social Protection issues, to ensure consistent formats for publications and communication products.
11. Identify opportunities to strengthen partnership and cross-sectoral linkages in implementing the Communication Strategy.
12. Review and update the Ministry of Equity’s portal to ensure it has some agreed IEC materials uploaded.
13. Provide training to relevant staff of MoEQ including management/supervisors and field officers in delivering appropriate messaging around the nature, design and benefits of the Social Protection System.
14. Set out an implementation framework for rolling out the Communication Strategy.
15. Support the Ministry with the implementation of the Communication Strategy.

The Consultant will work closely with the Ministry of Equity, the Project Implementation Unit and the World Bank in the delivery of this consultancy.

**Deliverables and Deadlines**

The following are expected assignment deliverables. Payments will be made based on approval/acceptance of deliverables by the Ministry of Equity, Social Justice, Local Government and Empowerment.

| **No.** | **Deliverable** | **Expected Date** | **% Payment** |
| --- | --- | --- | --- |
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|  | An inception report detailing a COVID-19 compliant process for the development of the strategy. | 3 weeks after contract signing. | 10% |
| 2. | Report (summary) of consultations/focus group discussions held highlighting salient issues raised. Report to include recommended outline of communication strategy. | 4 weeks after acceptance of the communication strategy outline. |  |
| 3. | Draft Communication Strategy and costed implementation plan. | 6 weeks after submission/acceptance of the report of consultations. | 20% |
| 3b. | Report of strategy validation workshop (s) detailing stakeholders’ inputs to the draft Communication Strategy. | 4 weeks after the submission of the draft Communication Strategy. |  |
| 4. | Final Communication Strategy and costed Action Plan, incorporating comments on the first draft. | 6 weeks after the submission of the Strategy Validation Workshop Report | 20% |
| 5. | Templates/Designs and costing for the development of communication materials. | 4 weeks after submission/ acceptance of Final Communication Strategy | 10% |
| 6. | IEC materials for various audiences such as imageries, infographics, video, printed materials, etc. produced for implementation of strategy. | 4 weeks after submission/ acceptance of Final Communication Strategy until the end of the Consultancy. | 30% |
| 7. | Final Consultancy Report | 1 week prior to the end of the contract. | 10% |

**Reporting**

The Consultant will report to the Permanent Secretary of the Ministry of Equity, Social Justice, Local Government and Empowerment (MoEQ) or his/her designate.

**Conditions**

The Ministry of Equity, Social Justice, Local Government and Empowerment will provide suitable office accommodation for the consultant.

**Duration**

The assignment is expected to be undertaken over an eight-month period. The Consultant shall **take all the necessary steps to ensure that the entrusted task is executed properly and on schedule in accordance with the established Terms of Reference (ToR)**.

**Selection Criteria**

Mandatory Requirements

* Advanced university degree in one or more of the following disciplines: Mass Communications; Development Communications; Organisational Communications; Journalism, or other relevant fields including experience in communications for promoting gender equality.
* At least five (5) years of progressively advanced experience in strategic communications, public advocacy and advocacy strategies national, regional or global level.
* Relevant experience in working with government and/or international organisations on similar consultancy assignments.
* Highly organized and capable of working independently.
* Strong interpersonal and excellent written and oral/verbal communication skills.

Desired Competencies

* Working knowledge of the local language (Kweyol)
* Good understanding of Social Protection issues in Saint Lucia would be an asset.