

## CALL FOR EXPRESSION OF INTEREST (EOI)

<b>TITLE OF THE EOI:</b> <b>Communication and Visibility Plan for the Caribbean Plant Health Directors (CPHD) Forum</b>	
<b>Date of this EOI:</b> May 18, 2020	<b>Closing Date for Receipt of EOI:</b> June 18, 2020
<b>EOI Reference:</b> CaRC/TTGCSI-01/20	
<b>Address EOI Response:</b> Caribbean Plant Health Directors (CPHD) Forum Secretariat Faculty of Food and Agriculture The University of the West Indies, St. Augustine Campus Trinidad and Tobago, West Indies Tel: 1-868-662-2002 ext. 82731/82732 Email Address: <a href="mailto:secretariat@cphdforum.org">secretariat@cphdforum.org</a>	
<b>AND</b>	
IICA Representative Inter-American Institute for Cooperation on Agriculture (IICA) IICA Representative in Trinidad and Tobago IICA Delegation in Trinidad and Tobago # 16 Factory Road, Building #3 Breachin Castle, Couva Trinidad and Tobago Tel: 1-868-645-4555;8886;5020 Fax: 1-868-662-8253 Email Address: <a href="mailto:gcsi.agreement@iica.int">gcsi.agreement@iica.int</a>	
Proposals should be submitted by end of business <b>June 18, 2020 at 4:00 PM Eastern Caribbean Time.</b> Proposals submitted after this date will not be evaluated.	
<b>DESCRIPTION OF THE ACTION</b>	
<i>Context</i> - The Inter-American Institute for Cooperation on Agriculture, IICA has been the specialized international agency for agriculture of the Inter-American System for more than 70 years, and its mission is to “encourage, promote and support our Member States in their efforts to achieve agricultural development and rural well-being through international technical cooperation of excellence”. IICA is the implementing agency for the Greater Caribbean Safeguarding Initiative (GCSI) funded by the United States Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS) Plant	

Protection and Quarantine (PPQ). Under the GCSI for 2020, the Caribbean Plant Health Directors (CPHD) Forum was awarded a project which seeks to improve the communication and visibility of the Forum.

- The CPHD Forum was established in 2007, in an effort to address the Plant Health related challenges facing agriculture in the region. From the inception it was recognized that given the trans-border nature of quarantine pests, to be effective, the CPHD had to encompass and be open to all of the Countries and Territories of the Greater Caribbean region, and incorporate the International, Regional and National institutions, Universities and Laboratories working in the area of plant health. A key aspect of the functioning of the CPHD Forum is having optimal communication among stakeholders. Although a solid foundation has been laid to ensure visibility and communicate the work of the Forum, there is the need to have a comprehensive strategy to improve its structure, flow and harmonization of content.
- A qualified and experienced Communications Specialist Consultant is therefore being sought to develop a robust Communication and Visibility Strategy and Action Plan for the CPHD Forum which promotes of the work of the Forum and creates an awareness of national and regional plant health priorities by effectively engaging key stakeholders in the Greater Caribbean Region and beyond.

*Desired outcomes*

- Communication Strategy and Action Plan which provides: (i) specific steps to improve communication and visibility of the Forum and (ii) information that will guide future programming of communication and visibility actions and resource mobilization efforts.

*Deliverables*

- i. *Stakeholder Analysis* - analysis of the communication needs of CPHD Forum stakeholders, inclusive of a stakeholder list.
- ii. *Situational Analysis* - report on the current status of communication and visibility actions of the CPHD, gaps, constraints and an outline of a strategy to move forward.
- iii. *Communication and Visibility Strategy and Action Plan*
- iv. *Communication tools* - that will facilitate the implementation of the action plan inclusive of a database to facilitate media relations, templates for national information sharing

*The consultant is required to:*

Undertake the assignment in three-phases: (i) Collection of baseline data and identification of priority needs/gaps, (ii) Development a communication and visibility strategy and action plan and tools that will assist in the implementation of the action plan, (iii) validation of the strategy and action plan.

- i. *Phase I: Collection of baseline data and identification of priority needs/gaps*
  - Attend an initial meeting with the CPHD Executive and key stakeholders to obtain access and copies of existing resources material and receive technical guidance on the constancy.
  - Conduct an analysis to determine the communication needs of the stakeholder of the CPHD Forum.
  - Conduct a Situational Analysis to determine the current state of communication and visibility efforts by the CPHD Forum, identify gaps and actions to address these gaps.

ii. *Phase II: Develop a communication and visibility strategy and action plan along with tools that will assist in the implementation of the action plan*

- Develop a Communication Strategy and Action Plan which spans three years (2020-2023). The Strategy should include but not be limited to: the mode of communication, communication activities, priority areas/topics for communication, branding of the CPHD.
- Action plan for implementation of the strategy inclusive of timeframes, monitoring and evaluation activities, roles and responsibilities, an estimated budget.
- Communication Tools – e.g. Media relations database, templates for information exchange with stakeholders

iii. *Phase III: Validation of the Communication and Visibility Plan*

The Consultant will present the Communication and visibility strategy and action plan to CPHD Executive and other key stakeholders (virtually) to validate the plan.

*Estimated time for completion of the Action – 3 months*

**SPECIFIC REQUIREMENTS/FORMATION**

- Proposals must be written in Standard English.
- The Proposal should provide the following information:
  - a. A description of the individual’s experience on comparable assignments.
  - b. At least two client references, with information regarding similar services must be provided along with contact information (name, telephone numbers and e-mail addresses).
  - c. Recent CV of the individual.
  - d. A detailed description of the proposed methodology.
  - e. Costs associated with the assignment; these costs should be broken down by activity.
- The following contact information must be provided:
  - a. Legal Name Individual(s)
  - b. Full address
  - c. Telephone and Fax numbers
  - d. Email address
- The cost of preparing and submitting the proposal is not reimbursable as a direct cost of the assignment.
- IICA will be the Contracting Party.
- IICA’s policy requires that vendors provide professional, objective, impartial advice and at all times, hold IICA’s interests paramount without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Vendors shall not be hired for any assignment that would be in conflict with their prior or current position of not being able to carry out the assignment in the best interest of IICA.

## **SUBMISSION, RECEIPT, AND EVALUATION OF PROPOSALS**

1. Proposals shall be evaluated taking into consideration the requirements as listed below, but not limited to:
  - a. At least 5-10 years' experience in Agricultural Extension, Communication relevant to the outlined deliverables.
  - b. Knowledge of the agricultural and plant protection environment of the Caribbean.
  - c. Familiarity with the communication environment of the Caribbean.
  - d. Ability to identify strategic issues, opportunities and risks and communicate broad and compelling organizational direction.
  - e. Demonstrated experience in writing communication strategies with a monitoring and evaluation framework.
  - f. The approach and methodology for implementing the project.

**Enquiries relating to the action can be directed to [secretariat@cphdforum.org](mailto:secretariat@cphdforum.org)**