



Organization of  
American States

## Project: “Caribbean Sustainable Energy Program (CSEP)”

### Terms of Reference for the Preparation of Public Awareness Instructional Package Tools

#### I. Background

It has become clear that sustainable energy has a pivotal role to play in dealing with climate change, energy security, and economic development. On October 9, 2008 the General Secretariat of the Organization of American States (GS/OAS) launched the European Commission-funded Project, “Increasing the Sustainability of the Energy Sector in the Caribbean through Improved Governance and Management”. The working title for the project is the Caribbean Sustainable Energy Program (CSEP).

CSEP is being executed by the GS/OAS, in partnership with the Caribbean Energy Utility Services Corporation (CARILEC), the Caribbean Community (CARICOM) Secretariat and the Renewable Energy and Energy Efficiency Partnership (REEEP).

CSEP is designed to accelerate the transition toward cleaner, more sustainable energy use in its seven<sup>1</sup> participating countries through a comprehensive approach to mitigate the governance and management obstacles that currently impede the development and use of sustainable energy (renewable energy and energy efficiency) in the region.

In each of the participating countries technical assistance for the implementation of activities will be provided, including:

- Energy sector policy/regulatory reforms that facilitate the introduction of energy efficiency and renewable energy to the national energy matrix.
- **Capacity building and awareness campaigns for public officials, electric utility personnel, schools and civil society;**
- Technical assistance for the identification, preparation, and commercialization of project opportunities; and
- Facilitation of sustainable energy project finance, including the delivery of feasibility studies for project development.

The proposed consultancy seeks to support Governments in their efforts to build understanding about energy resources (renewable and non-renewable), their efficient use and conservation, amongst others. It is expected that the consultant will develop instructional materials and tools for use by trainers working with government agencies, utilities, and students. These materials will be distributed to schools, public broadcasting (such as radio, television and other electronic media outlets), and will be accessible during energy awareness weeks hosted by CSEP in coordination with the Ministries in charge of Energy in CSEP participating countries.

Considering that UNESCO declared from August 2010-2011 the International Year of Youth: Dialogue and Mutual Understanding <http://social.un.org/youthyear/>, it is anticipated close coordination with the UNESCO Science Council.

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<sup>1</sup> Antigua and Barbuda, The Bahamas, Dominica, Grenada, St. Kitts and Nevis, St. Lucia, and St. Vincent and the Grenadines.

## II. Objective

The objective of this consultancy is to bring awareness to the neighborhoods, schools, and the general public about renewable energy and encourage energy efficiency and energy savings in the workplace, homes, place of worship, on the road, and elsewhere.

## III. Scope of Assignment

The consultant will be responsible for:

1. Gathering diverse perspectives and inputs to ensure that the content, themes, methodology and communication channels are valid and appropriate for the training materials and ensure they are tweaked to the needs of the Caribbean. It is anticipated that the consultant should carry out dialogue with citizens to capture their opinion and recommendations, but also close coordination with stakeholders in the public, private, academia, commercial sectors, and organizations of the civil society should be utilized as deemed necessary. Additionally, the consultant will be expected to conduct research on examples of material used for schools (on-line tools, computer-based games, cards, among others) and the general public in order to benchmark communication of energy information strategies, elsewhere and in the Caribbean.
2. Preparation of training modules and design of a series of instructional materials including:
  - Public awareness guideline for the efficient use and conservation of energy;
  - Interactive DVD, board game or other instrument to disseminate information (including videos and/or graphics portraying introduction of energy resources relevant and most viable for the Caribbean (renewable and non-renewable) providing detailed information on history of energy and global/regional/local implications, different sources of energy, transformation technologies, energy demands and uses, environmental implications, social considerations, etc;
  - Documentary video clips and instructional flyers that capture examples of specific sustainable energy projects and illustrations done in the Caribbean or other SIDS (best-practices around the world);
  - A website or web-pages to be housed on the SEPA Portal ([www.sepa-americas.net](http://www.sepa-americas.net)) and flexible enough to connect to the portals of the Ministries in charge of Energy in CSEP participating countries. The site would have the same content as the public awareness guideline but be navigable via the internet, including linkages to the DVDs, documentary video clips and flyers.
3. Collaborating with the Department of Sustainable Development (DSD) and the EU-CSEP Regional Coordinating Unit to organize “Energy Awareness Weeks” in at least in three CSEP participating countries.

## IV. Expected Outputs

Output No. 1: Public Awareness Guideline

Output No. 2: Three Interactive DVDs to distribute in: (i) primary school, (ii) secondary school and (iii) general public.

Output No. 3: Three documentary video clips to be used in: (i) primary school, (ii) secondary school and (iii) general public.

Output No. 4: Three instructional flyers to distribute in: (i) primary school, (ii) secondary school and (iii) general public.

Output No.5: A series of web-page modules

Please note that:

- The Consultant will be briefed and provided with contact information of key stakeholders and reference materials that can be tailored to execute the assignment. This briefing will be conducted either virtually or in person.
- The DSD and the EU-CSEP Regional Coordinating Unit will be responsible for review of the outputs prepared and for giving feedback in a timely manner.

- The cost of printing and reproduction of the final outputs will be covered by CSEP.
- The consultant must design and format all materials in a manner that is visually appealing, clear, and consistent. This may necessitate the use of a graphic design professional in support of the consultant (at the consultant's expense).
- The outputs to be produced under this contract will become the property of the EU-CSEP Project.

## V. Qualifications

- Demonstrated experience in designing guidelines, web-page modules, handbooks, user-friendly tools and training materials that raise awareness on energy conservation/efficiency and renewable energy.
- Demonstrated experience in conducting awareness campaigns, informational videos on clean and sustainable energy and energy conservation matters throughout the Americas and specifically for the Caribbean region.
- At least 5 years experience in communication strategies on energy and climate change issues.
- Excellent interpersonal and communication skills (written and verbal).
- Ability to clearly convey diverse facts and ideas in a logical and organized manner in writing and orally, adapting communication style to the needs of the audience.

## VI. Submission Requirements

This call for proposals is intended for citizen or registered institution in a Member State of the European Union and/or citizen or registered institution in an Eligible African, Caribbean and Pacific (ACP) State in conformity to the Cotonou Agreement.

Proposals must be submitted via e-mail to Mark Lambrides ([mlambrides@oas.org](mailto:mlambrides@oas.org)) and Carolina Pena ([cpena@oas.org](mailto:cpena@oas.org)) by September 22<sup>nd</sup>, 2010. The subject of the e-mail should be RFP – Public Awareness Instructional Package Tools.

Proposal submissions are to include:

1. A technical proposal including a schedule for delivery of outputs as per Section 1 of Annex 1,
3. A cost proposal (budget) as per Section 2 of Annex 1.

## VII. Timeframe and Payments

It is estimated that the consultancy will be completed by 2 persons working part time for 3 months (about 60 days).

This contract is a fixed-price (all inclusive) agreement payable upon the receipt of satisfactory expected outputs as described under section IV above. This fixed-price contract shall include all anticipated expenses for the consultant including, but not limited to, labor, materials, travel (airfare, hotels, per diem, etc.), communications and other costs associated with the execution of activities.

### Payment Schedule

Payment will be on the basis of outputs as follows:

- 20% on the submission of a Draft Outline for Output No. 1
- 20% on the submission of a Draft for Output No. 1
- 20% upon delivery of Final Output No. 1, and Draft Outputs No. 2, No. 3, No. 4, and No. 5
- 40% upon delivery of all Final Outputs

## VIII. Supervision

The Consultant will work under the direct supervision of the Energy and Climate Change Mitigation Section Chief of the DSD based in Washington D.C. and the Manager of the EU-CSEP Regional Coordinating Unit based in Saint Lucia.

Contract administration and payments will be performed by GS/OAS, based on satisfactory completion of outputs as per

Section IX above.

## IX. Selection Criteria

The consultant is chosen through a competitive process. The selection criteria is based on the following:

- a) Consultant's experience: Extensive experience in preparing educational programs, and capability to carry-out training workshops, preferable on raising awareness on energy conservation and efficiency, specially working with national and international governmental and non-governmental agencies, preferably with experience in the Caribbean. (35%)
- b) Methodology: The suitability of the proposal must be realistic, resourceful, and innovative, which achieve the objectives of the consultancy. (35%)
- c) Cost: The proposed work plan should have a reasonable and feasible cost given the availability of information, analysis, and method to accomplish the tasks/deliverables under section V above. (30%)

### ANNEX I. PROPOSAL TEMPLATE

#### Section 1. Technical Proposal

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#### A. Contact Information

Name:

If Applicable, Institutional

Contact Name:

Address:

Country:

Telephone:

Fax:

Email:

Website:

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#### B. Project Summary

[An abstract of the Proposal (200 words or less) must be submitted in English.]

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#### C. General Information (Maximum three pages)

##### A. Consultant's experience (one page)

*[In case of natural individual a brief description of the background and experience, in case of firms a description of the background and experience of the entity and each associate for this assignment]*

##### B. Description of Approach, Methodology and Work Plan for Performing the Assignment

*[Technical approach, Methodology and Work Plan are essential. It is recommended that the Technical Proposal (2 pages) be divided into the following three chapters:*

a. Approach and Methodology

Explain your understanding of the objectives of the assignment, including constraints and opportunities. This is critical for drafting a realistic and workable preparation of public awareness instructional package tools. The proposal might keep in mind available resources, timeframe and the communication channels that will be used to convey the information to develop and introduce the outputs. It is highly recommended to include reference materials and links from previous related assignments.

b. Work Plan

Propose a schedule based on specific timeframe to accomplish the assignment, including its content, and delivery dates of the outputs. The consultancy is expected to last no more than three (3) months.

c. Organization and Staffing (applicable only for firms)

Propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff.]

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Section 2. Financial Proposal

N°	Description <sup>1</sup>	Unit Cost <sup>2</sup> (US\$)	Quantity	Total cost
	Remuneration (Staff daily Rate)			
	Per diem allowances (per day)			
	Drafting, reproduction of reports			
	Equipment, materials, supplies, etc.			
	Local transportation costs			
	TOTAL			

- 1 Delete items that are not applicable or add other items as needed.
- 2 Indicate unit cost in US Dollars.

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In case of: (i) natural individuals attach a copy of birth certificate and (ii) firms attach a copy of the document(s) stating certificate of origin. If you require further instructions on meeting this requirement, please contact one of the responsible officers.

Other material deemed to be relevant to the proposal may be attached as annexes.