

# GOVERNMENT OF GUYANA



## Office of the President

### Procurement of Communication Consultancy Services/Firm

IFB#: LCDS - CO 01/2014

**Project: *Implementing the LCDS Outreach  
Programme***

September 2014

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# Office of the President

*Shiv Chanderpaul Drive*

*Georgetown,*

*Guyana*

Office of Climate Change

Tel: +592 223 5205

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25<sup>th</sup> September 2014

Dear Sir/Madam:

**Re: Letter of Invitation – Submission of Bids Under LCDS Communication and Outreach Programme (IFB#: LCDS - CO 01/2014)**

1. With funding from the Norwegian Agency for Development Cooperation (NORAD) under the Guyana-Norway Agreement, the Office of Climate Change of the Office of the President seeks to procure consultative services toward support for implementing Components 1 and 2 of the Low Carbon Development Strategy (LCDS) Outreach Programme. You are hereby invited to submit a technical and financial proposal for providing those services.
2. The purpose of this assignment is to:
  - (a) Prepare an effective communication strategy for education, communication, outreach and awareness activities for the LCDS and related information, consistent with the provisions of the Conceptual Process Framework and with the stipulations of the Joint Concept Note (2012) between the Governments of Guyana and Norway.
  - (b) Disseminate information using several media and tools, inclusive of international networks.
3. The following documents are enclosed to enable you to submit your proposal:
  - (a) Terms of Reference (TOR) (Appendix 1);
  - (b) Supplementary information for consultants, including a suggested format of curriculum vitae (Appendix 2); and
  - (c) A sample format of the Bid Securing Declaration (Appendix 3)

- (d) A sample format of the contract for consultants services under which the service will be performed (Appendix 4).

#### **4. The Submission of Proposals**

The proposals shall be submitted in two parts, Technical and Financial, and should follow the form given in Appendix 2.

The proposals must be received in **hard copy** at the following address **no later than 9:00AM on Tuesday, October 14<sup>th</sup> 2014**:

National Procurement and Tender Administration Board  
Ministry of Finance  
Main and Urquhart Streets  
Kingston  
Georgetown  
Guyana

Electronic submissions are **not** allowed and will not be evaluated.

#### **5. Bid Clarifications**

Any requests for clarifications shall be addressed to the following:

Gitanjali Chandarpal – Head  
Office of Climate Change  
Office of the President  
Shiv Chanderpaul Drive  
Georgetown  
Guyana  
Telephone: 532-223-5231  
E-mail: [lcdsprocurement@lcds.gov.gy](mailto:lcdsprocurement@lcds.gov.gy)

The Procuring Entity will respond in writing (including by fax or electronic mail) to any request for clarification of the bidding documents to be received (in writing, including by fax or electronic mail) not later than 5 days before the expiry of the deadline for submission of bids. The Procuring Entity's response shall, without identifying its source of the request, be distributed to all bidders who have received the bidding documents from the Procuring Entity.

At any time before the deadline for submission of bids, the Procuring Entity may amend the bidding documents by issuing an Addendum. Bidders shall be notified of any amendments.

**6. Language**

All documents and communications relating to this procurement shall be in English.

**7. Bid Securing Declaration**

A Bid Securing Declaration is applicable in the format provided in Appendix 3.

**8. Compliances**

Domestic Consultants and Foreign Consultants who are resident in Guyana must submit valid certificates of compliance from the Guyana Revenue Authority (GRA), National Insurance Scheme (NIS), and VAT registration.

**9. Financial Viability**

Domestic and Foreign Consultants must submit audited financial statements for the immediately preceding three years.

**10. Evaluation Criteria**

The Employer will award the Contract to the Bidder whose bid is determined to be substantially responsive to the bidding documents, and who has the economically most advantageous offer, that is, the one that achieves the greatest total score (the sum of the offer's weighted scoring), provided that the Bidder has been determined to be eligible and have met the qualification requirements in accordance with the Criteria in Appendix 2. The consideration, therefore, is based on highest quality / lowest cost approach.

**11. Deciding Award of Contract**

Proposals will be evaluated and ranked on merit in accordance with the evaluation criteria outlined in the Supplementary Information attached and, if selected, could eventually form the basis for negotiations and, ultimately, a contract between your firm and the Procuring Entity. It is anticipated that contract negotiations with the selected firm would commence around 22<sup>nd</sup> October 2014 and the assignment would commence around 3<sup>rd</sup> November 2014.

Negotiations will be held with the highest ranked Consultant. This Consultant must be prepared to furnish the detailed cost break-down and other clarifications to the proposals submitted, as may be required to adjudge the reasonableness of the price proposal. If the negotiation is successful, the award will be made to this Consultant. If negotiations fail, and if it is determined that a contract with reasonable terms cannot be concluded, the process of negotiation will be repeated with the second ranked consultant, and so on, until an agreed contract is concluded.

**12. Please note that the Office of Climate Change of the Office of the President is not obligated to accept any bid and reserves the right to reject any and all bids. In case all bids are rejected, the process shall be annulled and the consultancy shall be re-tendered.**

13. It is estimated that 8 months of services will be required for the assignment. You should therefore base your financial proposal on this timeline.
14. You are required to hold your proposal valid for 90 days from the date of submission during which period you will maintain without change, your proposed price. The Procuring Entity is expected to finalize the agreement within this period.
15. In order to familiarize yourselves with the project and the local conditions you may wish to visit the project area. In this case, you should advise the Procuring Entity of your intended visit with adequate notice to allow sufficient time to make appropriate arrangements. However, it should be clearly understood that any costs incurred by Consultants for collection of preliminary information for preparation of the proposal or for the subsequent negotiations will not be reimbursable as a direct cost of the assignment.
16. Assuming that the contract can be satisfactorily concluded in time, you will be expected to commence the assignment in November 2014.
17. Tax Liability
  - (a) Domestic Consultants and foreign consultants who are resident in Guyana: Please note that the remuneration which you receive from this contract will be subject to the normal tax liability in Guyana. Kindly contact the relevant tax authorities for further information in this regard, if required;
  - Or
  - (b) Foreign Consultants who are not resident in Guyana: Please note that the remuneration which you receive from this contract will be subject to normal tax liability in Guyana; but the Procuring Entity shall reimburse the taxes, duties, fees, levies and their impositions in Guyana related to:
    - (i) payments to the Consultants carrying out this assignment;
    - (ii) equipment, materials and supplies brought into Guyana for the purpose of carrying out the study, provided they are subsequently repatriated; and
    - (iii) property brought in for your personal use provided the property is subsequently repatriated.
18. We would appreciate if you would inform us by Facsimile or E-mail:
  - (a) Your acknowledgment of the receipt of this letter of invitation; and
  - (b) Whether or not you will be submitting a proposal.

Yours sincerely,

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Gitanjali Chandarpal  
Head, Office of Climate Change  
Office of the President

**Enclosures:**

- Appendix 1. Terms of Reference
- Appendix 2. Supplementary Information to Consultant
- Appendix 3. Bid Securing Declaration
- Appendix 4. Draft contract

**APPENDIX 1**  
**TERMS OF REFERENCE**

# **IMPLEMENTING THE LOW CARBON DEVELOPMENT STRATEGY OUTREACH PROGRAMME: INFORMATION AND CONSULTATION PROJECT**

## **TERMS OF REFERENCE**

### **Communications Planning and Implementation**

#### **1. Background**

In June 2009, the Government of Guyana launched Guyana's Low Carbon Development Strategy (LCDS) which seeks to align Guyana's national development interests with the global need to combat climate change, and to provide the means to place Guyana's approximately 18 million hectares rainforest under long-term protection. This is in line with a vision set out by Guyana several years ago to provide a model for the world on how to prevent greenhouse gas emissions from deforestation, currently the cause of about 17% of global emissions.

The Low Carbon Development Strategy seeks to provide the means to stimulate the creation of a low-deforestation, low-carbon, climate-resilient economy in Guyana, whereby:

- i. Guyana can place almost its entire rainforest under long-term protection. This will avoid emissions of 1.5 gigatons of CO<sub>2</sub>e (carbon dioxide equivalent which includes other greenhouse gases) by 2020 that would have been produced by an otherwise economically rational development path. With the availability of the right economic incentives through an Interim REDD+ arrangement (such as the current arrangement with the Government of Norway), Guyana is working to maintain over 99.5% of its standing forest.
- ii. This builds on Guyana's proposals on how forest incentives can be incorporated into an international REDD+ agreement – and how Guyana can sustain the carbon sequestration provided by its forest into the future, initially deploying interim forestry payments from Guyana's current partnership with the Norwegian Government and other sources, and subsequently through the UNFCCC's Reduced Emissions from Deforestation and Degradation (REDD) mechanism which is due to be implemented from 2020.
- iii. These payments can enable Guyana's economy to be realigned onto a low-carbon development trajectory. Guyana can generate economic growth at or in excess of projected Latin American growth rates over the coming decade, while simultaneously maintaining its forest as a major climate utility, and eliminating over 92% of energy related emissions through the use of clean energy. If successful, Guyana's LCDS will see Guyana voluntarily deliver greater greenhouse gas emissions reductions than almost any other country in the world (and more than all developed countries), sustain one of the world's lowest deforestation rates, and possibly become the highest user of clean energy in the world by 2017. Guyana's people and productive land can be protected from changing weather patterns. Investments in priority climate adaptation infrastructure can reduce the 10% of current GDP which is estimated to be lost each year as a result of flooding.

Through these efforts, Guyana aims to enhance Guyana's national development, and at the same time, to provide the world with a scalable, replicable model from which the UNFCCC and other countries can draw insights and lessons can be learned.

The LCDS is currently in the implementation stage and is being supported by the Guyana – Norway partnership through which Guyana can earn up to US\$250 Million by 2015 in performance based payments for avoided deforestation. Guyana's LCDS represents the world's first national stage (country wide) REDD+ initiative and, hence, stands out as a model for other countries to follow. The benefit of this initiative is both local and global giving the higher external benefits of forest conservation on a global scale.

Since the launch of the LCDS in 2009, the importance of multi-stakeholder involvement in all stages of LCDS implementation was demonstrated. In fact, the Government of Guyana (GoG) recognized that the long term success of the LCDS is ultimately dependent on broad-based support at the national level and from June to August 2009, there was an intense nationwide consultation and awareness programme to provide information and seek inputs from stakeholders. This process was guided by a conceptual process framework developed by the LCDS Multi-Stakeholder Steering Committee (MSSC) which in particular, outlines the key principles and articles enshrined in the Constitution of Guyana (2003) that framed the national stakeholder process.

Recognizing the vulnerabilities of the country to climate change and the importance of the forest dependent peoples to maintain and sustain their livelihoods, the long term success of the LCDS is highly depended on an inclusive process of multi-stakeholder engagement and consultation, enabling the participation of all Guyanese stakeholders at all stages of the process.

Initial efforts on communications and stakeholder engagement were widely seen to be highly successful – according to a report by the IIED, about 10% of Guyana's population took part in LCDS discussions and consultations. This is widely seen as one of the highest penetrations of a low carbon, or green growth, development strategy, anywhere in the world. However, in recent years a lack of accessible financial resources has meant that communication capabilities have not continued to be developed. General public awareness, including in impacted communities and among national stakeholders, is not as high as it could have been. It is not generally known that resources sourced from Norway's payments are now flowing in communities across the country, or that significant national resources have been used to progress the LCDS.

To address this, strong education and communications capabilities are needed to support fact-based national discussion on the LCDS in a way that is accessible to, and inclusive of, a wide variety of stakeholders within Guyana. Moreover, given the global attention that the LCDS and Guyana receive, there is a need for Guyana to be able to provide international stakeholders – including governments of other forest countries, potential international partners, global non-governmental organisations, the private sector and media – with accurate and timely information, inclusive of sharing lessons and experiences. This latter point is particularly important as the international community seeks to reach a global climate agreement in 2015.

Through the Guyana Norway Agreement and in fulfilment of the requirements of the Joint Concept Note (JCN) 2012, an information and consultation project concept note has been prepared for implementation. The overall outcome of the project is articulated as; *“Guyana's resilience to climate change and growth of a low-carbon economy improved through the mainstreaming of Climate Change and the LCDS into planning processes and decision making of key stakeholder groups”*. Communications planning and implementation for the dissemination of information on climate change and the LCDS is a critical output of this project.

## **2. Scope of Service**

Components 1 and 2 of the Implementing the LCDS Outreach Programme are dedicated to building the communications capacity necessary to build better understanding of Guyana's LCDS as well as national efforts on REDD+, and its relevance to, and impact on, the international climate change agenda. In this first year of project implementation, a professional communications firm will be engaged to execute activities, such as to prepare a communications strategy and plan and make recommendations on how to build the longer term communications capacity within Guyana.

Component 1 is two-fold; it is intended to, inter-alia (i) prepare an effective communication strategy for education, communication, outreach and awareness activities for the LCDS and related information, consistent with the provisions of the Conceptual Process Framework and with the stipulations of the JCN (2012) and (ii) disseminate information using several media and tools, inclusive of international networks. Component 2 focuses on ensuring that all LCDS education and awareness materials are up-to-date and have been designed to meet the needs of the target audiences.

The proposed assignment seeks to engage, over a period of time, a Communication Firm to develop an effective communication strategy and plan and public awareness materials using various tools to communicate the overall local, national and global importance and benefits of the LCDS to both in-country and international audiences, address specific informational concerns, assist in packaging and communicating technical climate change concepts to targeted audiences, and provide support towards refinement and improvement in the approach and formats for information dissemination related to the LCDS, including the collaboration with local and international press.

Given the urgent need for fact-based public discussion about the LCDS, the Communications Firm will be asked to identify as an immediate priority a series of rapid communications actions to ensure that some of the current lack of accurate information about the LCDS is rapidly addressed through the provision of basic, factual information. These actions will take place alongside the preparation of the communication strategy for the medium and long term.

### 3. Profile of the Communications Firm

- i. **Qualifications/Experience** – The Firm must demonstrate expertise in Communication, Journalism, Public Relations or relevant field and equivalent professional work experience in the communications area, or substantial proven experience in development and implementation communications strategy for behaviour change at the national and international level of more than 5 years. The Firm must demonstrate relevant professional experience working with government institutions, civil society and public authorities on issues related to national policy and or broadcast strategy. Experience working with Guyana is an advantage. Experience and familiarity with the development of national level communication strategies or evidenced based strategies, particularly in developing countries such as Guyana will be of great importance.
- ii. **Skills and Abilities** – The Firm must demonstrate excellent oral and written English and the ability to communicate and articulate ideas in a clear and concise style. Strong working knowledge of natural resources management, land use sectors, climate change and REDD+ policies is required. The ability to produce high quality printed materials and other communications tools must be demonstrated.
- iii. **Technological Awareness** – Ability to utilize various technologies and media to effectively prepare tailored materials and communicate ideas to specific audiences.
- iv. **Adaptive Approach and Innovation** – The Firm must be able to adapt its style/approach to Guyana’s specific context and to be able to present information using novel methods and via an international network.
- v. **Mentorship and Training** – Consideration will be given to a Firm that has demonstrated interest and experience in knowledge transfer and skills development in order to build capacity in communications.

### 4. Activities

Under the guidance of the Head, Office of Climate Change (OCC), the activities would involve:

- i. Review and analyze the current state of LCDS’ public awareness, stakeholders’ engagement and education initiatives addressing principal responses exhibited by the general public and major stakeholders;
- ii. Stimulate public awareness of the LCDS and demonstrate its local to global benefits, by preparing and packaging the lessons and success stories from different perspectives;
- iii. Prepare targeted new awareness and education materials and, where necessary, update existing education and awareness materials. This includes:

- Conceptualizing and preparing new targeted awareness and education materials including, but not limited to, the following: brochures, billboards, case studies, videos (focusing on prominent local and international figures), infomercial and mini-documentary, manuals (simplified understanding), LCDS Newsletters and press releases;
  - Ensuring that the awareness and education materials are suited or are tailored for targeted audiences such as Amerindians, children, media, general public etc.;
  - Reviewing the existing educational and awareness materials with the objective of determining where updates and redesigns are necessary;
  - Updating and, where necessary, redesigning the existing education and awareness materials.
- iv. Assist in the international dissemination of information and sharing of lessons and experiences on the implementation of the LCDS through various media inclusive of designing and facilitating at least two (2) international LCDS exchanges;
  - v. Develop an integrated international communication mechanism across different countries, organizations and sectors to present stories on how Guyana’s LCDS has helped Guyana to maintain low deforestation rates, expand the use of clean energy, low carbon development and climate resilience at the same time as supporting national development. Develop communication materials, and establish appropriate systems to support its effective and efficient implementation;
  - vi. Examine how climate change, low-carbon concepts and related issues can be infused into the outreach plans of key Government agencies, and support the development of the means to exchange information and feedback on issues that are raised during outreach activities;
  - vii. Assist in the popularization of technical language on climate change, the LCDS and REDD+ so that communications and media releases will be understood (and read) by a larger audience in Guyana;
  - viii. Assess the current communication mechanisms in place within the public and private sectors, and among civil society organizations for disseminating key messages to the target audiences and conduct a profile of the target audiences to determine the most effective and efficient media for ensuring maximum reach and impact, as well as, identify the key messages governing implementation of the LCDS;
  - ix. Using information gathered from previous tasks, develop an effective communications strategy and plan to increase awareness and education on the LCDS that includes strategies tailored specifically to the needs of Amerindians, including non-internet based channels of communication;

- x. Taking the outcomes of the above activities into consideration, prepare a Rolling Biennial Work Programme (2015 – 2016) for climate change and LCDS education, communication, outreach and awareness.

## **5. Deliverables**

1. Inception, Mid-term and Final Reports;
  - a. The Inception Report will comprise a detailed work plan and methodology for the successful completion of this assignment.
  - b. Based on the approved work plan the Mid-term and Final Reports will include:
    - i. Analysis of the current state of the LCDS public awareness, stakeholders' engagement and communication initiatives;
    - ii. Assessment of the current communication mechanisms in place within key sectors, and a profile of the target audiences;
    - iii. Assessment of community-specific outreach activities being conducted by different GoG Ministries and Agencies on the LCDS and related issues with recommendations
    - iv. Development of a system to communicate the LCDS both internationally and domestically; and
    - v. Media profile of specific target audiences to communicate the LCDS.
2. A Communications Strategy and Plan to increase awareness and education on the LCDS;
3. A Rolling Biennial Work Programme (2015 – 2016);
4. Communication materials to support implementation of strategy and the other components of the Information and Consultation Project; the specific number and type of materials will be finalized with the Head, OCC on review of the work plan and prior to the approval of the deliverable. The materials will likely include print articles, short television segments, posters and other materials;
5. Design of at least two international exchanges on the LCDS, at which lessons and experiences on the implementation of the LCDS are shared.

## **6. Execution and Supervision**

The Communications Firm will report to, and be supervised by, the Head of the Office of Climate Change, or other person designated by the Head.

The Project Management Office (PMO), of the Office of the President is the Government of Guyana body responsible for managing the development and overseeing the implementation of all projects funded by the Guyana REDD+ Investment Fund (GRIF). As such, the PMO will maintain an oversight role with respect to this project.

## APPENDIX 2

### SUPPLEMENTARY INFORMATION FOR CONSULTANTS

#### Proposals

1. Under cover of the Proposal Submission Letter (form F-1), Consultants shall submit technical and financial proposals in clearly marked separate, sealed envelopes (marked as **“Implementing the LCDS Outreach Programme (LCDS – CO 01/2014) – [Technical] or [Financial] Proposal”**). These inner envelopes shall also bear the name and address of the Bidder in the upper right hand corner. The envelopes containing the Technical and Financial proposals shall be placed in an outer envelope and sealed. The tender shall be dated and signed by an authorized representative of the consultant’s organization.

The outer envelope shall only:

- (i) be addressed to:  
Chairman  
National Procurement and Tender Administration Board  
Ministry of Finance  
Main and Urquhart Streets  
Georgetown  
Guyana
- (ii) bear the name of the project (Implementing the LCDS Outreach Programme);
- (iii) bear the specific identification of this bidding process (IFB #: LCDS – CO 01/2014; and
- (iv) bear a warning not to open before 9:00AM on the 14<sup>th</sup> October 2014.

#### (a) Technical Proposals

- (i) Description of organization of consultant firm.
- (ii) A description of the manner in which Consultant would plan to execute the work, for each task separately. Work plan time schedule in Form F-4, approach or methodology proposed for carrying out the required work, personnel to be assigned to each task, and staff months.
- (iii) An outline of recent experience of similar assignments/projects executed during the last ten years in the format given in Form F-2, demonstrating your firm’s knowledge of the project requirements and understanding of the tasks referred to in the scope of work. Assignments completed by individual experts working privately or through other firms should not be claimed as the experience of your firm. Information on the current assignments of the firm should also be presented.

- (iv) Curricula Vitae of Consultant's key personnel (F-3).
- (v) Any comments or suggestions from the Consultant on the Terms of Reference (TOR), including comments, if any, on data, services and facilities should be provided to the Procuring Entity.
- (vi) The Consultant's comments, if any, on the proposed draft contract.
- (vii) The Consultant's comments, if any, on the data, services and facilities to be provided by the Office of Climate Change.
- (viii) Contact details for three references from clients with previous contracting experience with the Consultant or the team leader. Contracts should have been allocated through a competitive process for the relevant assignments.

(b) Financial Proposals

The financial proposals should be given in the form of [Summary of Contract Estimate in Form F-5].

All costs must be denominated in US\$ and accompanied by supporting documents to justify the elements involved. The costs shown should include a breakdown of the monthly remuneration rate for each professional staff to be assigned and a general breakdown of out-of-pocket expenses (such as international travel, per diem and report preparation, etc.).

2. Two copies of the proposals should also be submitted to the address indicated in paragraph (4) of the Letter of Invitation.

3. Evaluation of Proposals

Only tenders that are determined to be substantially responsive to this tender document, contract proposal and the requirements herein will be considered according to the awarding criteria. Proposals will be evaluated in a two-stage manner, commencing with the evaluation of technical proposals which will be scored out of a total of 90 points. Only the financial proposals of those consultants whose technical proposals scored at least 60 points will be opened. Financial proposals will be scored out of a total of 10 points. The financial proposal with the lowest price will be awarded the highest of the 10 points.

The economically most advantageous offer is selected by an overall rating according to the following awarding criteria. To be specific, the economically most advantageous offer is the one that achieves the greatest total score.

Technical proposals shall be evaluated and merit points awarded based on the following:

- (i) The firm's understanding of the assignment (**30 points**).

This shall be broken down as follows:

- a. Adequacy of the proposed technical approach and quality of the work plan in responding to the terms of reference (10 points)
  - b. Proposed methodology (10 points)
  - c. Proposal of other relevant issues that should be considered (5 points)
- (ii) The Consultant's competence, responsibilities and commitments (**30 points**).

The Consultant's competence shall be judged based on the qualifications and experience of the proposed key experts (including the team leader) as it relates to the assignment. Of particular importance is the experience of the team leader and key experts in like assignments and shall take into consideration previous experience developing and implementing communication strategies of a similar nature, as well as the design of communication and marketing materials and the dissemination of same through various forms of public or mass media.

This category shall also be judged based on the relevance of the assigned responsibilities of the key experts to their qualifications/experience. The adequacy of the time dedicated by the team leader and each of the key experts will also be considered.

The Consultant is expected to include examples of any previous communication strategies of a similar nature that are public information or that can be shared with the Procuring Entity. The Consultant is also expected to include as part of its bid samples of any previous communication and marketing materials developed in previous assignments of a similar nature, which can be shared with the Procuring Entity to assist in the assessment of the Consultant's competence and quality of work.

- (iii) Experience working in Guyana and knowledge of Guyana's social landscape and public/mass media channels (**10 points**).
- (iv) Knowledge of Guyana's Low Carbon Development Strategy (LCDS) and experience working with the Governments of Guyana and Norway (**15 points**).
- (v) The availability of the key experts proposed to work on the assignment, including the team leader (**5 points**).

Financial proposals shall be evaluated and merit points awarded based on the following:

- (i) The total price proposed by the Consultant to execute the assignment (**10 points**)  
The lowest total price shall be awarded the highest points.

Curriculum Vitae (CV) for all consultants' personnel proposed for the assignment shall be included with the proposal.

A proposal may be treated as nonresponsive if any of the items as requested above, which are required for the evaluation, are omitted. A Consultant will also be excluded from the evaluation if, in the judgment of the Procuring Entity, the firm has been or might be placed in a position where its judgment in the execution of the project may be biased or its independence otherwise compromised. Firms should disclose any circumstances which may give rise to such concerns and should not accept an assignment that presents a conflict of interest with another assignment in which they are engaged. Consultants that believe such a situation may exist should seek guidance from the Procuring Entity prior to preparing its technical proposal.

For the purpose of evaluating the proposal, prices shall be converted to a single currency using the selling (exchange) rates for the currencies of the price quoted by an official source for similar transactions. **The contract shall be awarded to the firm whose bid is determined to be substantially technically responsive to the bid document and has the economically most advantageous offer, that is, the one that achieves the greatest total score (the sum of the offer's weighted scoring).**

#### **4. Contract Negotiations**

The aim of the negotiations is to reach an agreement on all points with the consultant and initial a draft contract by the conclusion of negotiations. The negotiations shall cover the terms of reference and scope of the proposed services, deliverables, progress reports, facilities to be provided by the Procuring Entity, as well as the financial proposal. **The price (fee for services) shall also be subject to negotiation.**

Having selected a firm partly on the basis of an evaluation of personnel presented in the firm's proposal, the Procuring Entity expects to negotiate a contract on the basis of the key personnel named in the proposal and will require assurances that these experts can, in fact, be made available. As the expected date of mobilization is given in the letter inviting proposals, the Procuring Entity may reject the proposal of the Consultant's key personnel offered in the proposal if they are not in fact available other than for reasons of unexpected delays in the starting date or exceptionally because of incapacity of an expert for reasons of health. Any replacement personnel must possess at least the same level of qualifications as the personnel to be replaced.

The Consultants should note that the Contract will be with the Office of Climate Change of the Office of the President. Payments to the Consultants will be made in accordance with an agreed estimated schedule, assuring the Consultants of regular deposits as long as the work proceeds as planned and invoices with relevant supporting documents are submitted for approval on a timely basis.

**5. Review of reports**

A review committee, of at least three members total from the Office of Climate Change, the Project Management office and Conservation International will review all reports of consultants (inception, mid-term and draft final), the draft communication strategy and all communication materials and tools produced and suggest any modifications/changes considered necessary.

**6. Modification of contract**

Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties.

**FORM F-1 – PROPOSAL SUBMISSION LETTER**

**From:**

**To:**

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Sir/Madame:

Consultancy Services for \_\_\_\_\_ [*insert name of Procuring Entity*]  
regarding \_\_\_\_\_ [*insert name of*  
*assignment*]

We, ..... [*insert name of Consultant*], herewith enclose Technical and Financial Proposals for selection as consultant for ..... [*insert name of assignment*].

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in Guyana.

Yours faithfully,

Signature: \_\_\_\_\_

Full name & Address: \_\_\_\_\_

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**FORM F-2 - EXPERIENCE OF SIMILAR ASSIGNMENTS/PROJECTS EXECUTED DURING THE LAST TEN YEARS**

**MAJOR WORK DURING LAST TEN YEARS WHICH BEST ILLUSTRATES QUALIFICATIONS**

*The following information should be provided for each reference project in the format indicated below.*

Project name:		Country:
Project location within country		Professional staff provided  No. of staff
Name, address, telephone, fax and e-mail of client:		No. of person-months:
Start date (month/year)	Completion date: (month/year)	Approx. value of services:
Name of associated firm(s), if any:		No. of Person-months of professional staff provided by associated firm(s):
Senior staff involved and functions performed:		
Detailed narrative description of project and services provided:		

Firm's Name: \_\_\_\_\_

**FORM F-3 - FORMAT OF CURRICULUM VITAE (CV) FOR KEY PERSONNEL OF CONSULTANT**

*(One CV form should be filled out for each team member to be assigned)*

Name of Consultant: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

Function assigned in Consultant's team:

\_\_\_\_\_

**Key Qualifications:**

*Give an outline of experience and training most pertinent to tasks on assignment. Describe degree of responsibility held on relevant previous assignments and give dates and locations. Use about half a page.*

\_\_\_\_\_

**Education:**

*Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.*

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**Employment Record:**

*Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages*

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**Languages:**

*For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing*

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**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, the data correctly describe me, my qualifications, and my experience.

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**Signature of Consultant** \_\_\_\_\_ **Date:** \_\_\_\_\_  
*Day/Month/Year*

**Full name of Consultant:** \_\_\_\_\_

**FORM F-4 – WORK PLAN**

**WORK PLAN TIME SCHEDULE**

#	Activities and Deliverables	Mth 1	Mth 2	Mth 3	Mth 4	Mth 5	Mth 6	Mth 7	Mth 8

**FORM F-5 – FINANCIAL PROPOSAL**

**Cost Estimate of Services, List of Personnel and Schedule of Rates**

(1) Summary of Costs

Item	Cost (currency / US\$)
<b>Cost of the Financial Proposal</b>	
Including:	
(1) Remuneration	
(2) Reimbursable	
<b>Total Cost of the Financial Proposal (Contract Ceiling)</b>	

(2) Breakdown for Remuneration of Staff

	Position	Name	Rate (per month/day/ hour in currency)	Time spent (number of month/day/hour)	Total (currency / US\$)
	<b>Key Experts</b>				
K1	Team Leader				
K2					
K3					
	<b>Non-Key Experts</b>				
N1					
N2					
N3	Sub-total (1)				

(3) Breakdown for Reimbursables<sup>6</sup>

	<b>Rate</b>	<b>Unit</b>	<b>Total (currency / US\$)</b>
(a) International Travel			
(b) Local Transportation			
(c) Per Diem			
(d) Production of Communication Materials i. Brochures ii. Billboards iii. Videos iv. Etc.			
(e) Other ( <i>Please specify</i> )			
Sub-total (2)			

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<sup>6</sup> To include expenses for international travel, local transportation, per diem, communications, reporting costs, visas, inoculations, insurance, routine medical examinations, porter fees, in-and-out expenses, airport taxes, and other such travel related expenses as may be necessary; reimbursable at cost with supporting documents/receipts; except for per diem (which is fixed and includes housing and meal expenses).

**Annex A**  
**Evaluation Criteria**

Criteria	Total Possible Score	Actual Score Awarded
<b>Understanding of Assignment</b>		
Adequacy of the proposed technical approach and quality of the work plan in responding to the terms of reference	15	
Methodology	10	
Proposal of other relevant issues that should be considered	5	
<b>Consultant's Competence</b>	30	
<b>Experience working in Guyana and knowledge of the social landscape and public/mass media channels</b>	10	
<b>Knowledge of the LCDS and experience working with the Governments of Guyana and Norway</b>	15	
<b>Availability</b>	5	
<b>Total Price</b>	10	
<b>TOTAL</b>	<b>100</b>	

**APPENDIX 3**  
**BID SECURING DECLARATION**

# Bid-Securing Declaration

*[The Bidder shall fill in this Form.]*

Date: \_\_\_\_\_ *[insert date (as day, month and year) of Bid Submission]*

IFB No.: \_\_\_\_\_ *[insert number of bidding process]*

To: Office of Climate Change, Office of the President

We, the undersigned, declare that:

1. We understand that, according to your conditions, bids must be supported by a Bid-Securing Declaration.
2. We accept that we will automatically be suspended from being eligible for bidding in any contract with the Purchaser for the period of time of one (1) year starting on 30<sup>th</sup> October 2014, if we are in breach of our obligation(s) under the bid conditions, because we:
  - (a) have withdrawn our Bid during the period of bid validity specified by us in the Bidding Data Sheet; or
  - (b) having been notified of the acceptance of our Bid by the Purchaser during the period of bid validity, (i) fail or refuse to execute the Contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the ITB.
3. We understand this Bid Securing Declaration shall expire if we are not the successful Bidder, upon the earlier of (i) our receipt of a copy of your notification of the name of the successful Bidder; or (ii) days after the expiration of our Bid.

4

Signed: \_\_\_\_\_ *[insert signature of person whose name and capacity are shown]*

In the capacity of \_\_\_\_\_ *[insert legal capacity of person signing the Bid Securing Declaration]*

Name: \_\_\_\_\_ *[insert complete name in block capital letters of person signing the Bid Securing Declaration]*

Duly authorized to sign the bid for and on behalf of: *[insert complete name of Bidder]*

**Dated on:** \_\_\_\_\_ **day of** \_\_\_\_\_, \_\_\_\_\_ *[insert date of signing]*

## APPENDIX 4

### SAMPLE CONTRACT FOR CONSULTING SERVICES

#### CONTRACT

THIS CONTRACT (“Contract”) is entered into this \_\_\_\_\_ *[insert starting date of assignment, or date of signature if other than starting date]*, by and between the **Office of Climate Change of the Office of the President** (“the Procuring Entity”) having its principal place of business at **Office of the President, Shiv Chanderpaul Drive, Georgetown, Guyana,** and \_\_\_\_\_ *[insert Consultant’s name]* (“the Consultant”) having its principal office located at \_\_\_\_\_ *[insert Consultant’s address]*.

WHEREAS, the Procuring Entity wishes to have the Consultant perform the services hereinafter referred to; and

WHEREAS, the Consultant is willing to perform these services;

NOW THEREFORE THE PARTIES hereby agree as follows:

- 1. Services**
- (i) The Consultant shall perform the services specified in Annex A, “Terms of Reference and Scope of Services,” which is made an integral part of this Contract (“the Services”).
  - (ii) The Consultant shall perform the Services in adherence with the costs and with the provision of personnel listed in Annex B, “Cost Breakdown.”
  - (ii) The Consultant shall submit to the Procuring Entity the reports in the form and within the time periods specified in Annex C, “Consultant’s Reporting Obligations.”

- 2. Term**
- The Consultant shall perform the Services during the period commencing \_\_\_\_\_ *[insert starting date]* and continuing through \_\_\_\_\_ *[insert completion date]*, or any other period as may be subsequently agreed by the parties in writing.

- 3. Payment**
- A. Ceiling
- For Services rendered pursuant to Annex A, the Procuring Entity shall pay the Consultant an amount not to exceed \_\_\_\_\_ *[insert amount]*. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

B. Schedule of Payments

The schedule of payments is specified below:

- 20% of the contract price on submission and approval of the inception report;
- 20% on submission and approval of the Communication Strategy and Plan, as well as the Biennial Work Programme;
- 30% on the submission and approval of all communication materials;
- 20% on the submission and approval of at least two international exchanges on the LCDS;
- 10% on the submission and approval of the final report.

C. Payment Conditions

Payment shall be made in United States Dollars (US\$), no later than 30 days following submission by the Consultant of invoices in duplicate to the Coordinator designated in paragraph 4.

**4. Project Administration**

Coordinator.

A. The Procuring Entity designates Ms. Gitanjali Chandarpal, Head of the Office of Climate Change, as the Procuring Entity's Coordinator; the Coordinator will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports, as well as the communication strategy and of other deliverables by the Procuring Entity and for receiving and approving invoices for the payment.

B. Reports.

The reports listed in Annex C, "Consultant's Reporting Obligations," shall be submitted in the course of the assignment, and will constitute the basis for the payments to be made under paragraph 3.

- 5. Retention** The Employer shall retain from each payment a portion of the funds in the sum of 10 % of the contract sum pending completion of the assignment and on acceptance of the final report.
- 6. Liquidated Damages** Any delay on the part of the Consultant in completing the assignment/service within the stipulated period will render him liable to pay liquidated damages as follows:
- (a) A rate of 0.3 % per week of the contract price
  - (b) A maximum of 10 % of contract price
- Thereafter, the procuring Entity has the right to cancel the contract and demand all forms of damages;
- 7. Penalties** A Penalty for slow performance or non-performance will be imposed in the rate prescribed for liquidated damages. Slow or non-performance will be assessed against the project's approved work Programme and will commence from the first quarter of the project life.  
After 10 % of the contract sum is deducted for penalties, the procuring entity has the right to cancel the contract and demand all forms of damages;
- 8. Extension of Time** The parties may, given reasonable justification, extend the period of this agreement for a time mutually agreeable and approved in writing by both parties.
- 9. Performance Standards** The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Procuring Entity considers unsatisfactory;
- 10. Confidentiality** The Consultants shall not, during or after the term of this Contract, disclose any proprietary or confidential information relating to the Services, this Contract or the Procuring Entity's business or operations without the prior written consent of the Procuring Entity;
- 11. Ownership of Material** Any studies reports or other material, graphic, software or otherwise, prepared by the Consultant for the Procuring Entity under the Contract shall belong to and remain the property of the Procuring Entity.
- 12. Consultant Not to be Engaged in Certain Activities** The Consultant agrees that, during the term of this Contract and after its termination, the Consultant and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

**13. Insurance** The Consultant will be responsible for taking out any appropriate insurance coverage necessary for the execution of this contract.

**14. Assignment** The Consultant shall not assign this Contract or sub-contract any portion of it without the Procuring Entity's prior written consent.

**15. Termination** Either party may terminate this Agreement at any time upon ten (10) days prior written notice. In such event, the Consultant shall return all work completed up to the effective date of termination to the Office of Climate Change, and the Office of Climate Change shall pay for all services, orders, materials, or facilities provided or committed by the Consultant in good faith prior to the effective date of termination. However, if the Office of Climate Change terminates this Agreement due to a material breach by the Consultant or due to the Consultant's failure to perform any of the Services to the Office of Climate Change, the Office of Climate Change may withhold payment for any such unsatisfactory Services until such Services are performed to the Office of Climate Change' satisfaction.

The Procuring Entity, without detriment to any other sanctions of infringement of the provisions of Contract, by written notice of default sent to the Supplier, may terminate this Contract in whole or in part:

- (a) if the Consultant fails to perform the Services within the periods provided for in the Contract, or within an extension period of that Contract, or to perform any of its obligations under the Contract;
- (b) if bankruptcy procedures are applied to the Consultant, or it is declared insolvent;
- (c) if the Supplier, in the Procuring Entity's opinion, has engaged in corrupt, fraudulent, collusive or coercive practices when entering into or executing the Contract;

The notice of termination shall specify the reason of termination, the extent to which performance of the Supplier under the Contract is terminated, and the date upon which such termination becomes effective.

**16. Indemnification** The Consultant hereby covenants and agrees to indemnify the Office of Climate Change and to defend and hold the Office of Climate Change harmless from and against any and all liabilities, damages, costs and expenses (including reasonable attorney's fees) arising out of or resulting from any claim, action or other proceeding (including any proceeding by any of Consultant's employees, agents or contractors) related to or arising out of the performance of the Services under this Agreement.

**17. Law  
Governing  
Contract and  
Language**

The Contract shall be governed by the laws of Guyana and the language of the Contract shall be English.

**18. Dispute  
Resolution**

If any dispute or disagreement arises between the Procuring Entity and the Consultant for the Contract or in connection with it, the parties shall make every effort to resolve the dispute or disagreement amicably by mutual consultation.

If an amicable resolution by mutual consultation cannot be made, then any such dispute arising out of or in connection with the Contract shall be settled in a Court of general jurisdiction in accordance with the laws of Guyana.

**FOR THE PROCURING ENTITY**

**FOR THE CONSULTANT**

Signed by: \_\_\_\_\_

Signed by \_\_\_\_\_

Title: Head, Office of Climate Change

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Annex A**  
**Terms of Reference**

# IMPLEMENTING THE LOW CARBON DEVELOPMENT STRATEGY OUTREACH PROGRAMME: INFORMATION AND CONSULTATION PROJECT

## TERMS OF REFERENCE

### Communications Planning and Implementation

#### 1. Background

In June 2009, the Government of Guyana launched Guyana's Low Carbon Development Strategy (LCDS) which seeks to align Guyana's national development interests with the global need to combat climate change, and to provide the means to place Guyana's approximately 18 million hectares rainforest under long-term protection. This is in line with a vision set out by Guyana several years ago to provide a model for the world on how to prevent greenhouse gas emissions from deforestation, currently the cause of about 17% of global emissions.

The Low Carbon Development Strategy seeks to provide the means to stimulate the creation of a low-deforestation, low-carbon, climate-resilient economy in Guyana, whereby:

- i. Guyana can place almost its entire rainforest under long-term protection. This will avoid emissions of 1.5 gigatons of CO<sub>2</sub>e (carbon dioxide equivalent which includes other greenhouse gases) by 2020 that would have been produced by an otherwise economically rational development path. With the availability of the right economic incentives through an Interim REDD+ arrangement (such as the current arrangement with the Government of Norway), Guyana is working to maintain over 99.5% of its standing forest.
- ii. This builds on Guyana's proposals on how forest incentives can be incorporated into an international REDD+ agreement – and how Guyana can sustain the carbon sequestration provided by its forest into the future, initially deploying interim forestry payments from Guyana's current partnership with the Norwegian Government and other sources, and subsequently through the UNFCCC's Reduced Emissions from Deforestation and Degradation (REDD) mechanism which is due to be implemented from 2020.
- iii. These payments can enable Guyana's economy to be realigned onto a low-carbon development trajectory. Guyana can generate economic growth at or in excess of projected Latin American growth rates over the coming decade, while simultaneously maintaining its forest as a major climate utility, and eliminating over 92% of energy related emissions through the use of clean energy. If successful, Guyana's LCDS will see Guyana voluntarily deliver greater greenhouse gas emissions reductions than almost any other country in the world (and more than all developed countries), sustain one of the world's lowest deforestation rates, and possibly become the highest user of clean energy in the world by 2017. Guyana's people and productive land can be protected from changing weather patterns. Investments in priority climate adaptation infrastructure can reduce the 10% of current GDP which is estimated to be lost each year as a result of flooding.

Through these efforts, Guyana aims to enhance Guyana's national development, and at the same time, to provide the world with a scalable, replicable model from which the UNFCCC and other countries can draw insights and lessons can be learned.

The LCDS is currently in the implementation stage and is being supported by the Guyana – Norway partnership through which Guyana can earn up to US\$250 Million by 2015 in performance based payments for avoided deforestation. Guyana's LCDS represents the world's first national stage (country wide) REDD+ initiative and, hence, stands out as a model for other countries to follow. The benefit of this initiative is both local and global giving the higher external benefits of forest conservation on a global scale.

Since the launch of the LCDS in 2009, the importance of multi-stakeholder involvement in all stages of LCDS implementation was demonstrated. In fact, the Government of Guyana (GoG) recognized that the long term success of the LCDS is ultimately dependent on broad-based support at the national level and from June to August 2009, there was an intense nationwide consultation and awareness programme to provide information and seek inputs from stakeholders. This process was guided by a conceptual process framework developed by the LCDS Multi-Stakeholder Steering Committee (MSSC) which in particular, outlines the key principles and articles enshrined in the Constitution of Guyana (2003) that framed the national stakeholder process.

Recognizing the vulnerabilities of the country to climate change and the importance of the forest dependent peoples to maintain and sustain their livelihoods, the long term success of the LCDS is highly depended on an inclusive process of multi-stakeholder engagement and consultation, enabling the participation of all Guyanese stakeholders at all stages of the process.

Initial efforts on communications and stakeholder engagement were widely seen to be highly successful – according to a report by the IIED, about 10% of Guyana's population took part in LCDS discussions and consultations. This is widely seen as one of the highest penetrations of a low carbon, or green growth, development strategy, anywhere in the world. However, in recent years a lack of accessible financial resources has meant that communication capabilities have not continued to be developed. General public awareness, including in impacted communities and among national stakeholders, is not as high as it could have been. It is not generally known that resources sourced from Norway's payments are now flowing in communities across the country, or that significant national resources have been used to progress the LCDS.

To address this, strong education and communications capabilities are needed to support fact-based national discussion on the LCDS in a way that is accessible to, and inclusive of, a wide variety of stakeholders within Guyana. Moreover, given the global attention that the LCDS and Guyana receive, there is a need for Guyana to be able to provide international stakeholders – including governments of other forest countries, potential international partners, global non-governmental organisations, the private sector and media – with accurate and timely information, inclusive of sharing lessons and experiences. This latter point is particularly important as the international community seeks to reach a global climate agreement in 2015.

Through the Guyana Norway Agreement and in fulfilment of the requirements of the Joint Concept Note (JCN) 2012, an information and consultation project concept note has been prepared for implementation. The overall outcome of the project is articulated as; *“Guyana's resilience to climate change and growth of a low-carbon economy improved through the mainstreaming of Climate Change and the LCDS into planning processes and decision making of key stakeholder groups”*. Communications planning and implementation for the dissemination of information on climate change and the LCDS is a critical output of this project.

## **2. Scope of Service**

Component 1 and 2 of the Implementing the LCDS Outreach Programme are dedicated to building the communications capacity necessary to build better understanding of Guyana's LCDS as well as national efforts on REDD+, and its relevance to, and impact on, the international climate change agenda. In this first year of project implementation, a professional communications firm will be engaged to execute activities, such as to prepare a communications strategy and plan and make recommendations on how to build the longer term communications capacity within Guyana.

Component 1 is two-fold; it is intended to, inter-alia (i) prepare an effective communication strategy for education, communication, outreach and awareness activities for the LCDS and related information, consistent with the provisions of the Conceptual Process Framework and with the stipulations of the JCN (2012) and (ii) disseminate information using several media and tools, inclusive of international networks. Component 2 focuses on ensuring that all LCDS education and awareness materials are up-to-date and have been designed to meet the needs of the target audiences.

The proposed assignment seeks to engage, over a period of time, a Communication Firm to develop an effective communication strategy and plan and public awareness materials using various tools communicate the overall local, national and global importance and benefits of the LCDS to both in-country and international audiences, address specific information concerns, assist in packaging and communicating technical climate change concepts to targeted audiences, and provide support towards refinement and improvement in the approach and formats for information dissemination related to the LCDS, including the collaboration with local and international press.

Given the urgent need for fact-based public discussion about the LCDS, the Communications Firm will be asked to identify as an immediate priority a series of rapid communications actions to ensure that some of the current lack of accurate information about the LCDS is rapidly addressed through the provision of basic, factual information. These actions will take place alongside the preparation of the communication strategy for the medium and long term,

### 3. Profile of the Communications Firm

- i. **Qualifications/Experience** – The Firm must demonstrate expertise in Communication, Journalism, Public Relations or relevant field and equivalent professional work experience in the communications area, or substantial proven experience in development and implementation communications strategy for behaviour change at the national and international level of more than 5 years. The Firm must demonstrate relevant professional experience working with government institutions, civil society and public authorities on issues related to national policy and or broadcast strategy. Experience working with Guyana is an advantage. Experience and familiarity with the development of national level communication strategy or evidenced based strategies, particularly in developing countries such as Guyana will be of great importance.
- ii. **Skills and Abilities** – The Firm must demonstrate excellent oral and written English and the ability to communicate and articulate ideas in a clear and concise style. Strong working knowledge of natural resources management, land use sectors, climate change and REDD+ policies is required. The ability to produce high quality printed materials and other communications tools must be demonstrated.
- iii. **Technological Awareness** - Ability to utilize various technologies and media to effectively prepare tailored materials and communicate ideas to specific audiences.
- iv. **Adaptive Approach and Innovation:** The Firm must be able to adapt its style/approach to Guyana’s specific context and to be able to present information using novel methods and via an international network.
- v. **Mentorship and Training** – Consideration will be given to a Firm that has demonstrated interest and experience in knowledge transfer and skills development in order to build capacity in communications.

### 4. Activities

Under the guidance of the Head, Office of Climate Change (OCC), the activities would involve:

- i. Review and analyze the current state of LCDS’ public awareness, stakeholders’ engagement and education initiatives addressing principal responses exhibited by the general public and major stakeholders;
- ii. Stimulate public awareness of the LCDS and demonstrate its local to global benefits, by preparing and packaging the lessons and success stories from different perspectives;
- iii. Prepare targeted new awareness and education materials and, where necessary, update existing education and awareness materials. This includes:

- Conceptualizing and preparing new targeted awareness and education materials including, but not limited to, the following: brochures, billboards, case studies, videos (focusing on prominent local and international figure), infomercial and mini-documentary, manuals (simplified understanding), LCDS Newsletters and press releases.
  - Ensuring that the awareness and education materials are suited or are tailored for targeted audiences such as Amerindians, children, media, general public etc.
  - Reviewing the existing educational and awareness materials with the objective of determining where updates and redesigns are necessary;
  - Updating and, where necessary, redesigning the existing education and awareness materials;
- iv. Assist in the international dissemination of information and sharing of lessons and experiences on the implementation of the LCDS through various media inclusive of designing at least two (2) international LCDS exchanges;
- v. Develop an integrated international communication mechanism across different countries, organizations and sectors to present stories on how Guyana’s LCDS has helped Guyana to maintain low deforestation rates, expand the use of clean energy, low carbon development and climate resilience at the same time as supporting national development. Develop communication materials, and establish appropriate systems to support its effective and efficient implementation;
- vi. Examine how climate change, low-carbon concepts and related issues can be infused into the outreach plans of key Government agencies, and support the development of the means to exchange information and feedback on issues that are raised during outreach activities;
- vii. Assist in the popularization of technical language on climate change, the LCDS and REDD+ so that communications and media releases will be understood (and read) by a larger audience in Guyana;

Assess the current communication mechanisms in place within the public and private sectors, and among civil society organizations for disseminating key messages to the target audiences and conduct a profile of the target audiences to determine the most effective and efficient media for ensuring maximum reach and impact, as well as, identify the key messages governing implementation of the LCDS;

- viii. Using information gathered from previous tasks, develop an effective communications strategy and plan to increase awareness and education on the LCDS that includes strategies tailored specifically to the needs of Amerindians, including non-internet based channels of communication;

- ix. Taking the outcomes of the above activities into consideration, prepare a Rolling Biennial Work Programme (2015 – 2016) for climate change and LCDS education, communication, outreach and awareness.

## **5. Deliverables**

1. Inception, Mid-term and Final Reports;
  - a. The Inception Report will comprise a detailed work plan and methodology for the successful completion of this assignment.
  - b. Based on the approved work plan the Mid-term and Final Reports will include:
    - i. Analysis of the current state of the LCDS public awareness, stakeholders' engagement and communication initiatives;
    - ii. Assessment of the current communication mechanisms in place within key sectors, and a profile of the target audiences;
    - iii. Assessment of community-specific outreach activities being conducted by different GoG Ministries and Agencies on the LCDS and related issues with recommendations
    - iv. Development of a system to communicate the LCDS both internationally and domestically; and
    - v. Media profile of specific target audiences to communicate the LCDS.
2. A Communications Strategy and Plan to increase awareness and education on the LCDS;
3. A Rolling Biennial Work Programme (2015 – 2016);
4. Communication materials to support implementation of strategy and the other components of the Information and Consultation Project; the specific number and type of materials will be finalized with the Head, OCC on review of the work plan and prior to the approval of the deliverable. The materials will likely include print articles, short television segments, posters and other materials;
5. Design of at least two international exchanges on the LCDS, at which lessons and experiences on the implementation of the LCDS are shared.

## **6. Execution and Supervision**

The Communications Firm will report to, and be supervised by, the Head of the Office of Climate Change, or other person designated by the Head.

The Project Management Office (PMO) is the Government of Guyana body responsible for managing the development and overseeing the implementation of all projects funded by the Guyana REDD+ Investment Fund (GRIF). As such, the PMO will maintain an oversight role with respect to this project.

**Annex B**  
**Breakdown of Costs**

(1) Summary of Costs

<b>Item</b>	<b>Cost (currency / US\$)</b>
<b>Cost of the Financial Proposal</b>	
Including:	
(1) Remuneration	
(2) Reimbursable	
<b>Total Cost of the Financial Proposal (Contract Ceiling)</b>	

(2) Breakdown for Remuneration of Staff

	<b>Position</b>	<b>Name</b>	<b>Rate (per month/day/ hour in currency)</b>	<b>Time spent (number of month/day/hour)</b>	<b>Total (currency / US\$)</b>
	<b>Key Experts</b>				
K1	Team Leader				
K2					
K3					
	<b>Non-Key Experts</b>				
N1					
N2					
N3	Sub-total (1)				

(3) Breakdown for Reimbursables<sup>6</sup>

	<b>Rate</b>	<b>Unit</b>	<b>Total (currency / US\$)</b>
(f) International Travel			
(g) Local Transportation			
(h) Per Diem			
(i) Production of Communication Materials i. Brochures ii. Billboards iii. Videos iv. Etc.			
(j) Other ( <i>Please specify</i> )			
Sub-total (2)			

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<sup>6</sup> Includes expenses for international travel, local transportation, per diem, communications, reporting costs, visas, inoculations, insurance, routine medical examinations, porter fees, in-and-out expenses, airport taxes, and other such travel related expenses as may be necessary; reimbursable at cost with supporting documents/receipts; except for per diem (which is fixed and includes housing and meal expenses).

**Annex C**  
**Consultant's Reporting Obligations**

	<b>Deliverable</b>	<b>Deadline for Submission</b>
1	<b>Inception Report</b> To comprise a detailed work plan and methodology for the successful completion of this assignment	
2	<b>Mid Term Report</b>	
3	<b>Final Report</b> i. Analysis of the current state of the LCDS public awareness, stakeholders' engagement and communication initiatives; ii. Assessment of the current communication mechanisms in place within key sectors , and a profile of the target audiences; iii. Assessment of community-specific outreach activities being conducted by different GoG Ministries and Agencies on the LCDS and related issues iv. Development of a system to communicate the LCDS both internationally and domestically; and v. Media profile of specific target audiences to communicate the LCDS.	
4	<b>Communication Strategy and Plan to increase awareness and education on the LCDS</b>	
5	<b>Rolling Biennial Work Programme (2015 – 2016)</b>	
6	<b>Communication materials to support implementation of the Strategy and the other components of the Information and Consultation Project</b>	
7	<b>Design of at least two international exchanges on the LCDS</b>	