

**DEPARTMENT OF ENVIRONMENT**

THE GOVERNMENT OF ANTIGUA AND BARBUDA

**TERMS OF REFERENCE**



|  |  |
| --- | --- |
| **Job Title** | Content Creator for youth-friendly communications material on Nationally Determined Contributions (NDCs) and a youth friendly version of a youth engagement strategy and action plan on climate change |
| **Contracting Authority** | Department of Environment, Ministry with responsibility for the Environment, Antigua and Barbuda (‘DOE’) |
| **Date of Issue** | January 17th , 2023 |
| **Deadline** | February 6th, 2023 |
| **To Apply** | Individual consultants or firms are invited to apply for this opportunity. Please email the Procurement Officer at [DOE@ab.gov.ag](mailto:DOE@ab.gov.ag) and copy to [Antiguaenvironmentdivision@gmail.com](mailto:Antiguaenvironmentdivision@gmail.com) and doepiet.unit@ab.gov.ag the following:  Request for Consultancy Services   * Cover letter * Curriculum Vitae’s for team members * Contact information for three (3) references * Technical Proposal inclusive of a Proposed Budget * At least 3 samples of animation work   Please use email subject line: “*Application for Animation Video Creator for the Nationally Determined Contributions*”  Please send any clarification questions to the email addresses above and responses will be sent back to you and published on the website - <https://www.environment.gov.ag/procurement-opportunities#procurements/opportunities> |
| **Equal Employment Opportunity** | The DOE provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, colour, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The DOE also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programmes. |
| **Late Bids** | Late Bids will not be opened. |
| **Duration** | Five (5) weeks |
| **Rights of Acceptance** | The contracting Authority has the right not to accept any of the bids nor the lowest bids. |
| **Conflict of Interest requirements** | The company receiving the contract award must sign a conflict-of-interest declaration and cannot make any payments for work done to any staff member of the DOE. |

1. **INTRODUCTION**

The Department of Environment of Antigua and Barbuda (DOE) falls under the Ministry with responsibility for the Environment and is responsible for providing technical advice on the environment to the Government of Antigua and Barbuda (‘GOAB’). The DOE’s work is designed to protect and enhance the country’s environment and address national, regional, and global environmental challenges. The DOE’s project portfolios cover four (4) main areas:

* Climate Change Programme (including adaptation, mitigation, and capacity building)
* Biodiversity Programme
* Pollution Programme
* Monitoring, Evaluation and Data Management Programme

The United Nations Children’s Fund (UNICEF) works in some of the world’s toughest places across 190 countries and territories, to reach the world’s most disadvantaged children. The Office for the UNICEF in the Eastern Caribbean Area (ECA) covers a multi-country programme with an office based in Barbados with an outpost in Antigua and Barbuda. UNICEF helps governments fulfil their commitments to the United Nations Convention on the Rights of the Child (CRC) so that every child can grow and develop to reach his or her full potential.

The Delivery Partner[[1]](#footnote-1) (‘DP’) and the Executing Entity[[2]](#footnote-2) (‘EE’) for this project is the DOE.

Antigua and Barbuda has made an effort towards contributing to limiting the global average temperature increase to 1.5°C above pre-industrial levels and submitted its first Intended Nationally Determined Contributions (INDC) in October 2015. The INDC subsequently became a Nationally Determined Contribution (NDC), and Antigua and Barbuda ratified the *Paris Agreement on Climate Change* in December 2016, and in September 2021 updated its NDC, covering the period 2020 to 2030, including targets for mitigation and adaptation.

NDCs are at the heart of the 2015 Paris Agreement on climate change and embody efforts by each country to mitigate climate change (by reducing greenhouse gases emissions at national level) and adapt to its effects. The Agreement requires each Party to prepare, communicate and maintain successive NDCs (2021, 2025 and 2030) that it intends to achieve.

The Government of Antigua and Barbuda (Ministry of Health and the Environment) identified development of a youth engagement strategy on behavioural solutions to climate change as one of the priorities which aims to strengthen young people’s participation in challenging climate change and promoting environmental sustainability, aligned with its NCD commitment.

Antigua and Barbuda’s Youth Engagement Strategy on Climate Action and Environmental Sustainability (YES-CA) and its Action Plan for the period 2022-2030 (YES-CAAP) were formulated as a commitment from Antigua and Barbuda’s Nationally Determined Contributions (NDCs), revised in 2021. It was commissioned by the Department of Environment (DOE), which is the Government entity responsible for environmental protection and management, and climate change

The YES-CA provides an overarching strategic framework and roadmap for all stakeholders in Antigua and Barbuda to meaningfully engage young people (aged 12- 35) on matters pertaining to climate change and environmental sustainability. It was elaborated in consultation with young people who will also be involved in its implementation and monitoring.

The purpose of this consultancy (which is supported by the UNICEF Office for the Eastern Caribbean Area) is to develop two (2) social media videos, six (6) social media cards and a PowerPoint to be used in schools to highlight the main points of the NDC and the YES-CA as well as a final layout for the official YES-CA document, highlighting any possible partners.

This is a fixed price consultancy. The Consultant/Firm is expected to provide a proposed budget to support activities related to the consultancy.

1. **BACKGROUND AND OBJECTIVES**

Antigua and Barbuda, like other small island developing states (SIDS), is highly vulnerable to climate change and its impacts. The country is confronted with more frequent and intense tropical storms and hurricanes and is prone to droughts, intense floods, rising air temperatures, decreased annual rainfall and sea level rise. Its economic vulnerability has increased following every extreme weather event— such as Hurricane Irma in 2017 that was devasting. An estimated 80 per cent of our country’s gross domestic product (GDP) is at potential risk due to economic and natural disaster shocks.

As suggested above, the country has taken concerted steps to challenge global warming. The Department of the Environment’s work is designed to protect and enhance the country’s environment and address national, regional and global environmental challenges. The DOE’s project portfolio covers four (4) main programmatic areas: (i) Climate Change (including adaptation, mitigation and capacity building); (ii) Biodiversity; (iii) Pollution;(iv) Monitoring, Evaluation and Data Management.

The Government of Antigua and Barbuda (Ministry of Health and the Environment) identified development of a youth engagement strategy on behavioural solutions to climate change as one of the priorities which aims to strengthen young people’s participation in climate change and environmental sustainability and aligned to its NCD commitment. The “YES-CA” (Youth Engagement Strategy on Climate Action) was created in 2022.

The main objective of this project is to develop a youth-friendly version of the YES-CA and NDCs. The specific products, would include:

1. **KEY TASKS**

The Consultant/Firm has the following key tasks:

* To develop design options for the final, publishable, layout for the YES-CA document, highlighting any potential partners
* Conceptualization, development and production of social media content package on the NDCs and the YES-CA to be shared on social media (Facebook, Instagram & TikTok) (no less than six)
* A PowerPoint presentation to be used in schools for Late Primary/Early Secondary (Between Grade 4 - Form 3) highlighting the main points of the NDC and the YES-CA
* Ensuring that all requests and instructions from the DOE pertaining to graphic design and animation requirements are fulfilled;
* Ensuring that draft materials are shared for comment and clearance and that suggested changes are incorporated.
* Ensuring that all required deliverables are completed on deadline;

1. **INDICATIVE DELIVERABLES**

The Consultant is expected to produce the following stated below in line with the requirements within this TOR:

|  |  |  |
| --- | --- | --- |
| **Milestone #** | **DELIVERABLE** | **DEADLINE** |
|  | GENERAL | |
| **#1** | **Work Plan** in a technical **inception report** outlining the proposed approach, milestones identification and outputs | 1 week after inception meeting |
| **#2** | Approved concept for social media cards | 2 weeks after Milestone #1 |
| **#3** | Approved template for PPT presentation | 2 weeks after Milestone #1 |
| **#4** | Approved concept for YES-CA layout | 2 weeks after Milestone #1 |
| **#5** | First draft of social media cards | 1 week after Milestone #2 |
| **#6** | First draft of PPT presentation | 1 weeks after Milestone #3 |
| **#7** | First draft of YES-CA layout | 1 weeks after Milestone #4 |
| **#8** | Final social media cards for approval | 1 weeks after Milestone #5 |
| **#9** | Final PPT presentation for approval | 1 weeks after Milestone #6 |
| **#10** | Final YES-CA document for approval | 1 weeks after Milestone #7 |

1. **REQUIRED QUALIFICATIONS AND EXPERIENCE**

Academic qualifications:

* Bachelor’s degree in content creation or media production, graphic design, or a related field AND/OR at least five years of experience in lieu of degree in the previously mentioned fields required

Experience:

* Very good knowledge of approaches, tools and methodologies essential to develop creative animations;
* Knowledge of standard industry digital media production processes, including web and print
* Demonstrated Apple Motion and/or Adobe After Effects skills, or other animation software;
* Proficiency in the use of Adobe software and other publishing tools (illustrator, InDesign and Photoshop, Microsoft publisher );
* Experience with development of templates and guidelines on digital tools;
* Relevant experience in developing similar materials on the environment as asset.

Core Competencies:

* Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
* Ability to work in a multicultural environment;
* Must be proficient in English;

1. **EVALUATION CRITERIA**

The evaluation criteria and weightings that will be applied to this TOR are as follows:

|  |  |  |
| --- | --- | --- |
| **Category** | **Description** | **Weighting** |
| 1 | Proven experience in animation production and motion graphic design as evidenced by CV and samples | 20 |
| 2 | Technical and Educational Qualifications of Consultant | 20 |
| 3 | Financial Proposal/Cost | 20 |
| 4 | Knowledge and experience in environmentally related issues, including climate change | 10 |
| 5 | Ability to provide services in a timely manner | 10 |
| 6 | Technical Proposal | 20 |
| **TOTAL** | | **100** |

1. A Delivery Partner is an entity that is responsible for the Readiness project’s proposal development, supervision, fiduciary management, progress reporting, and project completion and evaluation. [↑](#footnote-ref-1)
2. An Executing Entity is an entity that GCF proceeds are channelled for the purposes of the Readiness project as well as one that executes, carries out, implements or reports on the progress the Readiness project. [↑](#footnote-ref-2)