

## **MINAMATA INITIAL ASSESSMENT IN THE CARIBBEAN** (Antigua and Barbuda, Dominica, Grenada and Saint Vincent and the Grenadines)

### **TERMS OF REFERENCE**

#### **Design and Development of Animated Short Videos to Raise Awareness on the Sources and Effects of Mercury Exposure to Human Health and the Environment in the Caribbean**

#### **BACKGROUND**

Mercury is a highly toxic chemical element that is found naturally in the earth's crust but can pose a threat when released into the environment through human activity. Exposure to mercury over time can lead to serious effects on both human health and the environment. In August 2017, a global treaty, the Minamata Convention on Mercury, came into effect with the aim to protect the global health and environment from the adverse effects of man-made sources of mercury.

This Minamata Initial Assessment (MIA) project aims to facilitate the ratification and early implementation of the Minamata Convention in order to contribute to the protection of human health and the environment from the risks posed by unintentional and intentional emissions and releases of mercury, as well as unsound use and management of mercury. The following countries are participating in this project: Antigua and Barbuda, Dominica, Grenada and Saint Vincent and the Grenadines. Antigua and Barbuda is a Party to the Minamata Convention while the other countries have indicated that they are actively considering becoming Parties.

#### **OVERVIEW OF THE PROJECT**

The components of the MIA project include:

- the development of a national mercury inventory to identify the main sources of mercury releases;
- an assessment of possible mercury contaminated sites and hot-spots;
- an assessment of the national legislation and infrastructure in relation to mercury management; and
- the development of a *communications strategy to raise awareness on the issues of mercury.*

#### Parties consenting to be served by the Centre:

Antigua & Barbuda    Commonwealth of the Bahamas    Barbados    Belize    The Republic of Cuba    The Commonwealth of Dominica    The Dominican Republic  
The Republic of Guyana    Jamaica    The Republic of Trinidad and Tobago    The Federation of Saint Kitts and Nevis    Saint Lucia    Saint Vincent and the Grenadines    Suriname

In this regard, the Basel Convention Regional Centre for Training and Technology Transfer for the Caribbean (BCRC-Caribbean) in its role as project executing agency, is seeking to recruit a suitably qualified and experienced Communications Consultant(s) (individual, team, firm, agency or company) to provide the services for the design and development of animated shorts, comprising of one (1) to two (2) minute videos each with a running theme to create an overall message to raise awareness on the major concerns of mercury that apply to the four (4) participating Caribbean countries.

The videos should include subtitles and be developed in English with a Caribbean-centric theme.

## **DESCRIPTION OF REQUIRED SERVICES FOR THIS CONSULTANCY**

The overall objective of the assignment is to enhance information exchange, capacity building and knowledge generation as it relates to the presence of mercury in the Caribbean. The selected consultant will be expected to provide:

- Animated short videos, with a running time of approximately 1-2 minutes each. The videos should aim to highlight the majority or all of the following points to the public:
  - Mercury as a toxic chemical element;
  - The adverse effects of mercury to human health and the environment;
  - The Minamata Convention on Mercury in the Caribbean context and the need for the Minamata Initial Assessment Project in the Caribbean;
  - Everyday consumer products that contain mercury (CFLs, skin-lightening creams, mercury thermometers, dental amalgam fillings, etc);
  - General consumer choices and actions that can reduce the risk of exposure to mercury;
  - Exposure to mercury through types of seafood and dietary choices that can be made to reduce the risk of exposure to mercury; and
  - The communities and demographics that have the highest risk of exposure to mercury.

Gender sensitivity must also be considered in the messaging of the videos as it is important to represent equality of the experience and realities of all members of society. As the issue of mercury is a sensitive topic, messaging should not focus on causing alarm/panic but rather on educating the public on positive changes to be considered to protect human health and the environment from the adverse effects of mercury.

Further information to supplement the points above is included as an attachment, [“Supporting Document”](#), to this Terms of Reference.

The Consultant(s) will be responsible for providing a storyboard, creating the graphics for the animation, selecting and ensuring necessary approvals for possible background music, writing and recording voice-over narration, providing rough cuts with 4-6 rounds of changes based on feedback from BCRC-Caribbean and the national supervisors of each of the participating project countries, providing final video files, and performing any other work relevant to the development of the videos.

### **TARGETED AUDIENCE:**

The main targeted audience is the public at large in the Caribbean region.

### **OUTPUTS AND DELIVERABLES**

The Consultant(s), under the guidance of, and reporting directly to the BCRC-Caribbean, is expected to:

1. Develop the animated video’s overall concept and work-plan based on the above-mentioned assignment objectives, inclusive of gender sensitivity dimensions.
2. Develop the storyboard, script and potential imagery for the videos and submit for approval by the BCRC-Caribbean before production.
3. Secure voice-recording, music selection with any necessary permissions, scene and graphic development and draft layout of each of the animated videos.
4. Present draft edited videos developed *without subtitles* to the BCRC-Caribbean for review and revise the materials accordingly, based on the feedback received.
5. Create promotional material (electronic flyer design, graphics, video teasers, etc) to endorse the release of each of the videos and overall series.
6. Finalise and submit the animated short videos *with English subtitles* and associated promotional material in appropriate electronic file formats i.e. acceptable for social media (Facebook, Instagram, YouTube) as well as possible television and cinema screens.
7. Submit an assignment completion report.

## **INSTITUTIONAL ARRANGEMENTS/ TIMEFRAME**

The Consultant(s) will be supervised by the BCRC-Caribbean. The duration of this consultancy is **six (6) weeks**.

## **QUALIFICATIONS**

- a) Formal qualifications in one or more of the following: mass communication/ public relations/ advertising/ marketing/ graphic design/ film production/ communication analysis and planning/ social development communication or any other relevant field;
- b) Minimum of five (5) years' work experience for the individual consultant or leader of the consultancy team/ firm/ agency/ company;
- c) Extensive experience in producing development work-related documents for publication and documentaries for international organisations with the aim of reaching both local and international audiences;
- d) Previous experience in the areas of environmental public awareness; public health risk communication; chemicals and/or waste management will be an asset/ added advantage;
- e) Excellent technical capacities (state-of-the-art computer animation production/ editing software preferably) to ensure high quality production; and
- f) Previous experience in the Caribbean region.

Wherein the Bidder uses the services of one or more sub-contractor(s), the Bidder shall explicitly identify the parts of the Terms of Reference where sub-contractors are to be used.

*NOTE: The working language of the BCRC-Caribbean is English.*

## **DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL**

1. Technical Proposal, inclusive of the creative concept proposal detailing the draft ideas for the storyboard, methodology and work implementation plan describing how one will approach and complete the assignment, and non-financial resources to be assigned;
2. Letter of interest, stating why you consider your service suitable for the assignment;
3. Curriculum/ Curricula Vitae (CVs) of key personnel;

4. Samples of previous work with animated productions and contact details for referees (for whom you've produced similar assignments);
5. Financial Proposal, which is to be separated into the Consultant's professional fees, matched up against key milestones and deliverables;
6. Completed Eligibility of Consultants Form for the provision of services, which will include provision of examples of previous related work done by the bidder. (Applicable to Consultants not already included on the BCRC-Caribbean's Register of Vendors and so notified).

## REMUNERATION

- A total gross fee to the Consultant inclusive of all taxes will be as agreed on and documented within the contract based on the financial proposal developed and negotiated cost for this consultancy.
- Payment shall be made in instalments based on the satisfactory production of deliverables as per the requirements identified within the contract.

## COPYRIGHTS

The BCRC-Caribbean will reserve the copyright of all produced materials.

The BCRC-Caribbean and each of the National Supervisors should be permitted to use the materials without a time limit or cost.

The Contractor shall be allowed to use the materials produced in their portfolios and otherwise, with the BCRC-Caribbean's written permission.

Written consent from the BCRC-Caribbean will be required before the Contractor moves any materials on the wire or uploads them in any website.

The Contractor must sign a confidentiality and non-disclosure agreement with the BCRC-Caribbean.

## QUERIES

Interested bidders may submit all queries in writing to:

<p><b>Ms. Jewel Batchasingh</b>            Director (Ag.)            Email:  <a href="mailto:jewel.batchasingh@bcrc-caribbean.org">jewel.batchasingh@bcrc-caribbean.org</a>            Phone: (868) 628-3829 / 9372</p>	<p><b>Ms. Tahlia Ali Shah</b>            Project Execution Officer            Email:  <a href="mailto:tahlia.alishah@bcrc-caribbean.org">tahlia.alishah@bcrc-caribbean.org</a>            Phone: (868) 628-3829 / 9372</p>
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## **BID SUBMISSION**

Interested bidders are invited to apply by submitting a detailed technical and financial proposal together with the completed Eligibility of Consultants document (if applicable) to:

**Ms. Jewel Batchasingh**

Director (Ag.)

Basel Convention Regional Centre for Training and  
Technology Transfer for the Caribbean

#8 Alexandra Street, St. Clair,

Port-of-Spain,

Trinidad and Tobago.

Email: [info@bcrc-caribbean.org](mailto:info@bcrc-caribbean.org) **and** [bcrc.caribbean@gmail.com](mailto:bcrc.caribbean@gmail.com)

The deadline for the submission of proposals is **4:00 pm (Trinidad and Tobago, GMT -4) on May 27th, 2019.** Bidders may submit their bids ***via e-mail.***

### **NOTES:**

- *When submitting bids, bidders must ensure that all documents and containing envelopes are labelled clearly.*
- *Bid documents shall remain the property of the BCRC-Caribbean.*
- *The BCRC-Caribbean reserves the right to accept or reject any bid, and to cancel the bidding process and reject all bids, at any time prior to the award of Contract, without thereby incurring any liability to the affected bidder.*
- *The BCRC-Caribbean is not bound to accept the lowest Financial Bid.*
- *The successful bidder will be notified in writing of the award of contract and provided with an authorization to proceed. The successful bidder shall be required to enter into an appropriate Contract on the basis of the tender documents and incorporating any other appropriate provisions within that period of time.*