

**CAPACITY DEVELOPMENT TO CATALYZE ACTIONS AND
COMMITMENTS AT THE NATIONAL AND GLOBAL LEVEL TO
REDUCE PLASTIC POLLUTION INCLUDING IN THE MARINE ENVIRONMENT**

**TERMS OF REFERENCE: COMMUNICATIONS CONSULTANT: PLASTIC
POLLUTION IN TRINIDAD AND TOBAGO**

(Reference Number: TTO_SSFA7126_2024_002)

REQUESTS FOR CLARIFICATION

1) QUERY 1:

I had a few questions that I am hoping I can get feedback on before the deadline for the submission of applications:

1. Would the hired consultant be expected to work with the team on a full-time basis i.e. 9-5? Or would the consultant be able to make their own schedule once the necessary deadlines are met?
2. The Terms of Reference lists a consultancy budget, would this budget have to be used to cover the costs of items like social media ads, press ads, printed materials etc.? Or is there a separate budget for line items like these?
3. Can you guide on what level of detail is expected in the creative concept that is to be submitted at the time of applying for the post? I ask because the description of the job states that the Consultant's work will be guided by the outputs that would have been developed prior to the hiring of the consultant, so this information would play a huge role in the development of a creative concept.

RESPONSE:

1. The engaged consultant would not be required to have specified hours, once the deadlines are upheld and the consultant is able to make themselves available for any requested meetings with the Project Team.
2. The consultant will be responsible for the development of the graphic materials and the development of a communication strategy, among the other required services and expected outputs as outlined in the Terms of Reference. The actual advertising and printing etc. will be costed separately and will not be deducted from the amount provided for this consultancy.
3. Noting that the materials will be based on deliverables developed under the previous activities of this project, the draft strategy framework should be as detailed as possible to outline the intended approach to work, description of the types and styles of the conceptual

materials, breakdown of the projected timeline and the work implementation plan. Noting that the successful bidder will develop their communication strategy based on the draft strategy framework, feedback and guidance from the Project Team and the aforementioned deliverables.

2) QUERY 2:

Even though I am a legally registered company, can I tailor my proposal based under my entity? Or do I need to propose strictly as an individual consultant?

RESPONSE:

- We are seeking to engage an individual consultant under this consultancy. We kindly ask that you identify any additional support or resources that you intend to utilise should you apply as an individual consultant.

3) QUERY 3:

I would appreciate some clarification regarding the scope and pricing of the required deliverables outlined in the Terms of Reference.

The document mentions the development of various types of communication products for both digital and print media, including but not limited to television, internet, social media, print, and press. Additionally, there is a requirement for static and dynamic content related to the National Roadmap/Strategy/Plan, as well as social media content.

Could you please clarify the following points:

1. Are we expected to quote for all assets (static, dynamic, print, TV, etc.) in advance, even though the quantity and complexity of each deliverable are not fully specified? Providing accurate pricing may be difficult without a better understanding of the full and detailed final scope, especially for television production, which can vary significantly in cost depending on factors such as length and production requirements.
2. Should the costs for television and other production-related expenses come from the overall budget of \$10,000 to \$12,000 USD for this consultancy, or would these production costs be considered additional to the consultant's fee?
3. Alternatively are we expected to provide pricing for the development of a guide or templates for the assets (e.g., press look and feel, scripts, infographics, social media posts) that will then be rolled out in a separate phase of the project? If so, would we only need to cost for the creation of the template/guides in this phase, and not the full production and rollout of the assets?

RESPONSE:

1. The financial proposal submitted should be aligned to all projected costs outlined in the draft strategy framework, which includes a description of the conceptual materials. Please note that the successful bidder will then develop a detailed communication strategy based on their draft framework, guidance from the Project Team, and previously developed project deliverables.
2. The overall budget of USD \$10,000-\$12,000 is intended for the development of the finalized materials/assets as outlined in *Section 3. Expected Outputs* of the Terms of Reference. Please note that the rollout of materials will be costed separately and will not be deducted from the amount provided for this consultancy.
3. Confirming that the rollout of the assets will be conducted under another part of the project with a separate budget, while the development of the assets will be completed under this consultancy. All associated costs for the development of the proposed assets should be outlined in the financial proposal.

4) QUERY 4:

I would greatly appreciate your insights on the following areas:

1. Could you provide more detailed information on the outputs from components 2-7 and 9 of the project? Understanding these would help us tailor our communication strategy effectively.
2. Are there specific quantitative targets for plastic pollution reduction that this awareness campaign should aim to support?
3. Have any baseline studies been conducted on public awareness and attitudes towards plastic pollution in Trinidad and Tobago? If so, would it be possible to access these to inform our strategy development?
4. Have any specific stakeholder groups been identified as particularly crucial for this campaign?

RESPONSE:

1. Under Components 2-7 and 9 of the project various reports, which are listed under *Section 2: Description of Required Services, subsection c*, have been developed on the local context of plastic waste management and will be used as a guide to support the development of the materials. The reports will be made available to the successful bidder to support the development of the Communications Strategy and mapping of the materials.

2. There are no specific targets that have been identified, please feel free to include as you see fit in the draft strategy framework.
3. Under this project, there has not been an assessment on public awareness and attitudes toward plastic pollution in Trinidad and Tobago.
4. The reports make mention of stakeholder groups that have been identified that can be considered for targeting under this campaign, including but not limited to the general public, waste management sector, legislation and policy sector, manufacturing sector etc.

5) QUERY 5:

I'm currently looking for information regarding the communications consultant project focused on plastic waste in Trinidad and Tobago. Specifically, I'm searching for a policy/project document that may guide target audiences, messaging strategies, and overall scope. Unfortunately, I wasn't able to find much information.

Could you let me know if such a document is publicly available? If not, do you think it would be beneficial to include more suggested approaches in the request, which could be refined once the consultant is selected?

RESPONSE:

The project documents are currently not available to the public, however, the reports will be made available to the successful bidder to support the development of the Communications Strategy and mapping of the materials. At this juncture, applicants should submit a draft strategy framework inclusive of their creative concept which will be refined should they be selected.

6) QUERY 6:

I do have a couple questions and am writing to seek clarification so that our proposal meets the stated requirements.

Questions:

- Under "6 - Remuneration" in the TOR document, it states the consultancy budget is estimated to range between USD 10,000 to USD 12,000. Is it that the USD 10,000 to USD 12,000 is to cover the production of all identified communications deliverables (Eg: Radio; TV; Digital; Print; Social Media advertisements) as well as the Consultant's fee?
- Or is it that the Consultant's fee which will range between USD 10,000 to USD 12,000 will be for the consultant's role alone for the duration of the contract, and that a separate

budget for the production of all communications materials is to be submitted based on the Consultant's recommendations?

Response:

The overall budget of USD \$10,000-\$12,000 is intended for the development of the finalized materials/assets as outlined in *Section 3. Expected Outputs* of the Terms of Reference which will be inclusive of the consultant's fee. Please note that the rollout of materials will be costed separately and will not be deducted from the amount provided for this consultancy.

7) QUERY 7:

- I'm aware that the selected consultant is expected to identify the target audience when developing the communications strategy; however, is there a specific audience you want the strategy to address? Is it the end user of the plastics? Is it the communication groups and activists who already are working towards eliminating plastics? Is it the corporate organisations with strong volunteerism? The target audience pretty much determines the message and the selection of channels.

- What is the period to be covered by the strategy? i.e. how long do you expect the material to be used? Again important as seasonality is crucial to the messaging; for example will it be used during high-use periods such as Carnival, holiday periods, religious events.

- Are we to provide estimates for the placement of the material?

- Are we limited to print (flyers) and social media?

- Based on the Terms of Reference provided, we are to factor in providing finished artwork, camera ready art and formatted material; does this mean that either your team or another consultant will be responsible for placing the material?

- Will the success of the material be measured? if so, will that be shared?

Response:

1. We encourage the inclusion of any proposed target audiences that you deem suitable. The reports developed under the previous project activities make mention of stakeholder groups that have been identified that can be considered for targeting under this campaign, including but not limited to the general public, waste management sector, legislation and policy sector, manufacturing sector etc.

2. There is no identified time period or seasonality for the strategy or materials. The materials should be developed with long-term usability in mind, ensuring that they are not tied to specific seasons or time periods, allowing for flexible application at any point in the future.
3. The rollout of the assets will be conducted under another part of the project with a separate budget, while the development of the assets will be completed under this consultancy.
4. As outlined in *Section 2: Description of Required Services* in the Terms of Reference, the proposed materials may include but not be limited to infographics, flyers, static and dynamic graphic content, animations, social media content, short videos etc.
5. Confirming that the rollout of the assets will be conducted under another part of the project.
6. Please feel free to propose strategies to measure the impact of the materials in your proposal for consideration.

8) QUERY 8:

Given the consultancy's focus on both strategy and execution, please advise if a collaborative approach would be acceptable once the fee stays within the accepted range for this project.

Response:

We are seeking to engage an individual consultant under this consultancy. We kindly ask that you identify any additional support or resources that you intend to utilise should you apply as an individual consultant.