

TERMS OF REFERENCE
CONSULTANCY ON THE PROVISION OF MULTIMEDIA DESIGN AND PRODUCTION
SERVICES FOR THE CARIBBEAN COMMUNITY (CARICOM) SINGLE MARKET AND
ECONOMY (CSME) AND THE CARIFORUM-EU ECONOMIC PARTNERSHIP AGREEMENT
(EPA) STANDBY FACILITY FOR CAPACITY BUILDING AT THE
CARIBBEAN DEVELOPMENT BANK

1. BACKGROUND

1.01 The Caribbean Development Bank (CDB or “the Bank”) and the European Union (EU) entered into a Contribution Agreement for the administration of the Caribbean Community (CARICOM) Single Market and Economy (CSME) and the CARIFORUM - EU Economic Partnership Agreement (EPA) Standby Facility for Capacity Building. The 11th European Development Fund (EDF) will finance the Facility which runs from November 2019 to March 2024. The objective of the Facility is the effective implementation of the EPA and CSME at the national level. The resources of the Facility are to be used to build the capacity of national administrations/agencies involved in EPA and CSME implementation.

1.02 The project, launched in February 2020, is being executed over a four-year period and requires the development of information and awareness materials to be utilised in campaigns in 15 beneficiary countries¹. The outputs should align with CDB’s brand guidelines and the European Union’s visibility requirements. Additionally, the collateral will support knowledge management, visibility and information sharing across participating states conveying a message of partnership while building resilience in trade, strengthening regional integration and transforming lives.

1.03 CDB therefore wishes to engage the services of a consultant to collaborate with the Standby Facility Project Team to create the elements of a regional campaign through the provision of multimedia design and production services.

2. OBJECTIVE

2.01 The objective of this consultancy is to create outputs to sustain project visibility in all beneficiary countries by conceptualizing and developing multimedia material based on agreed concepts. This will support awareness initiatives being implemented by states accessing the Standby Facility through various Government Departments, Divisions and Business Support Organisations. Visibility activities will target project beneficiaries, the general public, project partners and implementation teams. The designs are to be rendered across various media including but not limited to websites, social media and television.

¹ CARIFORUM Countries -Antigua & Barbuda, The Bahamas, Barbados, Belize, Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Saint Lucia, St Vincent and the Grenadines, St Kitts and Nevis, Suriname & Trinidad and Tobago

3. SCOPE OF WORKS & DELIVERABLES

3.01 The consultant's scope of work is understood to cover all activities necessary to accomplish the stated objectives of the services, whether or not a specific activity is cited in these Terms of Reference (TOR). This includes the design and printing of the project communication kit and its contents, the design of project signage, the design of electronic templates for use in country and the design of motion graphics and animated pieces within specified timelines as listed below.

- a. Design and printing of a project communication kit inclusive of:
 - Design of Standby Facility brochure (2 panels)
 - A digital press release template for editing and electronic upload and sharing on social media
 - A project logo for use alongside the CDB brand for application across all forms of media
 - Project signage templates:
 - an outdoor billboard template
 - digital signage for use in meetings
 - electronic billboards
 - pull-up banner
 - media wall and
 - pennant
 - Redesigned project brief publication (2 pages)
 - Redesigned introductory project infographic and animated explainer video
 - Redesigned project fact sheet
- b. Design of an editable project brochure template for rendering online and printing (2 panels)
- c. Design of a project brief template (1 page) for in country use and digital upload
- d. Design of scrolling, clickable, infographics for project milestones and reporting - 48 designs at minimum over an 18-month period. This quantity includes micro narratives for social media.
- e. Design of 24 short motion graphics (30 seconds or less)
- f. Design of 24 animations (30 seconds – 45 seconds) for use and upload on social media and other digital platforms with voice overs, 3D imaging will be required in at least 5 animated pieces
- g. Design of online training tools including three digital training manuals for upload and online access by beneficiaries (48 pages each inclusive of cover)

The consultant will be required to:

- Meet with the Project's Communications Officer formulate and review the creative briefs and the project communications plan with the aim of determining the requirements for the various outputs.
- Conceptualise requirements in alignment with guidelines and present mockups of concepts and designs.
- Formulate, wire frames, story boards, illustrations and other design elements to produce an approved final design ensuring accurate rendering across various media.
- Make timely amendments to designs based on feedback while also ensuring all final artwork/products are both visually appealing and on-brand.

This will require:

- The generation and submission of an implementation schedule for activities within one week of commencing assignment.

- The presentation, review and approval of all designs and concepts set out in paragraph 3.01 within three weeks of commencing assignment.
- The completion of designs and production of communication kit materials within 4 weeks of commencing assignment based on approved creative concept.
- The completion of infographics and animations 3 weeks post mobilisation for each assignment.
- The submission of all artwork/designs and templates based on agreed schedules.

4. QUALIFICATIONS AND EXPERIENCE

4.01 Prospective Consultant should have a minimum of the following qualifications and experience:

- A first degree in Graphic Design, Multimedia Design, Fine Arts, Animation or a related field.
- At least five years' relevant experience with multi-country digital advertising, marketing and promotions projects in the Caribbean.
- Proven graphic design and animation experience.
- A strong portfolio of illustrations, graphics and animations.
- Familiarity with appropriate design software (e.g. InDesign, Illustrator, Dreamweaver, After Effects, Photoshop).
- The ability to work within stipulated timelines and with rigorous schedules.
- An understanding of storytelling, and character development techniques.
- Adaptability.
- Proven understanding of design and storytelling to a Caribbean audience.

Ideally the consultant should be receptive to feedback and direction with an exceptional eye for detail.

5. REPORTING REQUIREMENTS

5.01 The Consultant will report to the Division Chief, Technical Cooperation or his/her designate.

6. DURATION

6.01 The assignment is for 180 person days over a period of 18 calendar months