

**CONSULTANCY SERVICES FOR COMMUNICATION SUPPORT DURING THE
IMPLEMENTATION OF A GREEN CLIMATE FUND READINESS PROJECT FOR
STRENGTHENING THE BELIZE PRIVATE SECTOR ACCESS TO CLIMATE FINANCE**

DRAFT TERMS OF REFERENCE

1. BACKGROUND

1.01 The country of Belize is highly exposed and vulnerable to climate change and natural hazards. Among small states, Belize ranks 3rd at risk for natural disasters, and 5th at risk from climate change¹. It already faces hurricanes, flooding, sea-level rise, coastal erosion, coral bleaching, and droughts, with impacts likely to intensify based on climate change projections. Belize’s annual average loss from wind-related events and floods averages just under USD123 million (mn), or 7 percent (%) of Gross Domestic Product (International Monetary Fund [IMF], 2018). Of that USD123 mn, roughly USD88 mn is the estimated replacement values associated with direct, physical damage. Most of the northern half and much of the southern third of the country, plus the entire coastal area and all the islands, are flat and low-lying. Large sections of the coastline have an elevation of less than one metre to a distance of several kilometres inland². The primary impact of climate change is expected to be large-scale inundation from sea-level rise and from more severe storm surges. Belize’s major infrastructure such as public buildings, health, commercial, and transportation facilities are located on or near the coast which makes them extremely susceptible to sea-level rise.

1.02 Belize’s national climate change strategies, policies and action plans highlight the country’s commitment to making its territory and people resilient to climate variability and change. The country also remains keen on contributing to global efforts to keep mean temperature increase below two Degrees Celsius. The Nationally Determined Contribution (NDC) highlights Belize’s efforts to source 85% of its energy needs from renewable energy by 2030³. This is mainly to be achieved by implementing hydropower, solar, wind, and biomass energy resources. In addition, the country intends to reduce the use of fossil fuels by 20% through improving efficiency in the transport sector. The NDC also emphasises the country’s intention to improve its carbon capture and storage capacities via improved and sustainable forest management, reduction of fuel wood consumption by 27% to 66% and protection and restoration of mangrove forests. Targets set out in the NDC are complemented by the government’s National Climate Change Policy, Strategy and Action Plan (NCCPSAP), the National Adaptation Strategy (Agriculture sector) and the Low Carbon Development Roadmap (LCDR). These policy instruments are supported by the Growth and Sustainable Development Strategy (GSDS) which is Belize’s medium-term development plan. The GSDS recognises the importance of achieving sustainable development in a changing climate and is aligned with the NDC, NCCPSAP and LCDR.

1.03 Significant investment will be needed to implement Belize’s NDC and National Climate Change Strategy. The required financial resources cannot be mobilised from the government alone due to fiscal constraints hence, it will need the support of the private sector. The private sector in Belize, especially Micro, Small and Medium Size Enterprises (MSMEs) plays a central role in economic growth and can be a key player in addressing climate change. According to a 2019 Study - “Challenges Faced by Micro and Small Businesses in Belize”⁴, MSMEs have generated over 70% of private sector employment and income and contribute significantly to GDP. However, the role of the private sector, especially small and medium-sized enterprises (SMEs), in driving climate change actions has been limited. A 2017 GCF Regional Readiness and Support Programme – “Mobilising Private Sector to Support Low Carbon and Climate

¹ Belize Climate Change Policy Assessment, IMF Country Report No. 18/329 (2018).

² First National Communication to the Conference of the Parties of the United Nations Framework Convention on Climate Change (2002).

³ https://unfccc.int/files/focus/ndc_registry/application/pdf/belize_ndc.pdf.

⁴ International Journal of Business and Applied Social Science, March 2019.

Resilient Development in Jamaica and other CARICOM States⁵”, identified some of the challenges faced by the private sector in accessing climate finance, such as: lack of financial capacity to implement climate change projects; lack of awareness and knowledge of the various climate funds and the risk in accessing these funds; and a lack of technical capacity and skills to evaluate investment options and develop strong climate change projects. An IMF Country Report (2018)⁶ for Belize also supported some of these challenges, noting that Belize’s private sector was hindered by technical demands and the time it took to apply to the global climate funds for financing.

1.04 As an Accredited Entity of the GCF, the CDB, jointly with Belize’s NDA, the Ministry of Economic Development, Petroleum, Investment), developed a readiness support programme to scale-up climate investments by the private sector of the country. The project seeks to strengthen SMEs engagement with the GCF through the transfer of knowledge about GCF operations and processes. It will conduct a barrier assessment to better understand the challenges faced by SMEs in accessing climate finance, building on the 2017 GCF Regional Study, and to develop an action plan to address these challenges. Further, the project will evaluate project ideas and deliver training to SMEs on how to develop strong GCF Project Concept Notes.

1.05 As the first GCF Readiness intervention for the private sector, the Government of Belize (GOBZ) will use this project as a demonstration towards scaling-up private sector actions in climate change. The Belize Chamber of Commerce and Industry (BCCI) has been identified as the agency to benefit from this first intervention. With a membership of over 300 businesses, representing a wide cross-section of sectors, the BCCI emerges as a strong champion of the private sector and the agency whose members can significantly benefit from this project. With a full-time administrative staff, who have designed, implemented, and monitored related programmes, the BCCI partner in this initiative and to facilitate access by its SME membership.

1.06 The Project will give special focus to female owned private entities, as it is acknowledged that male dominated businesses tended to be larger and better capitalised, than women owned businesses giving them an advantage in accessing climate finance. According to the Caribbean Development Bank (CDB) financed Country Gender Assessment for Belize (2016), anecdotal evidence points to a male domination of MSMEs in the country with gender discrimination noted against female led MSMEs in non-traditional areas such as construction or distribution. Also, women and men experience differential access to credit and loans. While micro-credits are easily accessible, accessing larger loans seems to be more difficult for women who often operate in the informal sector and lack collateral. The Project will therefore encourage the participation of female-led/owned businesses using targeted communication tools that will be developed during the life of the project. It will also collect data on the particular needs of female-led/owned businesses during the barrier assessment that will be done.

1.07 For CDB, the private sector is an essential pillar for sustainable economic growth and poverty reduction. The sector also has a critical part to play in assisting in climate change mitigation and environmental sustainability. According to CDB’s Private Sector Development Policy and Strategy (PSDPS), support will be provided to help MSMEs access long-term finance working through the Development Finance Institutions (DFIs) and eligible FIs. CDB aims to work with its BMCs to leverage resources to encourage private sector participation in investments with adaptation and mitigation co-benefits. The project will contribute to this aim by mobilising private sector participation and building the capacity to design climate change projects for access to GCF financing.

⁵ Note that CARICOM States includes fifteen Caribbean nations and dependencies; it comprises of the English-speaking Caribbean, including Belize, and includes the Dutch-speaking territory, Suriname, and French-speaking island territory of Haiti.

⁶ Belize Climate Change Policy Assessment, IMF Country Report No. 18/329 (2018).

1.08 The Project is currently under implementation, a Consultant Firm, Willis Towers Watson (WTW), has been procured to undertake the activities related to capacity building, scoping report, and concept note development of the project; and a Project Coordinator has been hired to support the projects activities with relevant stakeholders. In efforts to increase awareness of the GCF and the role of the private sector of Belize in investing in climate-related actions, it will be crucial to promote an adequate engagement through different media of communications to reach a wide range of actors, particularly, micro, small, medium enterprises throughout the country.

2. OBJECTIVES OF THE CONSULTANCY

2.01 The primary objective of this assignment is to increase awareness and understanding throughout the private sector of Belize of the Green Climate Fund and its financing potential, the role of different stakeholders in climate finance, and the currently available avenues for accessing funding towards low-emission and climate-resilient development pathways.

2.02 The secondary objective of the assignment is to develop a communication strategy for building awareness and sensitising the private sector's role in climate change mitigation and adaptation.

3. SCOPE OF SERVICES

3.01 The consultancy will be required to undertake the following tasks:

- (a) In collaboration with the NDA, the BCCI and WTW, develop a communication strategy and outreach plan for the project that will provide the Private Sector with:
 - (i) Sound knowledge of the Green Climate Fund, including its implementation modalities and funding mechanisms.
 - (ii) An introduction to climate change and its potential impact on Belize.
 - (iii) Avenues for accessing funding towards climate change initiatives.
- (b) Develop a sub-set of graphical material to be used for the promotion of project activities that will allow stakeholders to better understand the project. The prospective firm will be responsible for providing or subcontracting the necessary service providers, such as a graphic designer, videographer, or illustrator, to produce quality communication materials.
- (c) Promote the activities of the project through media readily used by MSMEs in Belize, in efforts to gather a wide range of interest in various sectors, with special attention to female-led and women-owned SMEs.
- (d) Support the Consultant Firm (WTW) in disseminating information of capacity building exercises and related webinars to be held during the implementation of the project.
- (e) Participate in the capacity building events webinar organised by the NDA, the BCCI, and WTW.
- (f) Deliver a Final Report on the activities undertaken during the assignment and on implementation of the Communication Strategy,

4. QUALIFICATIONS AND EXPERIENCES

4.01 Marketing, advertising, and public relation services firms eligible to apply, and will demonstrate the following in their proposal:

- (a) Proven track-record of working in communication in Belize with preferred experience in climate change and environmental awareness raising and public relations strategic initiatives.
- (b) Prior work experience with projects funded by international development agencies/partners, with preference given to experience working on climate change projects.
- (c) Knowledge of different stakeholders throughout Belize, especially, female-led and women owned business is highly valued.
- (d) Knowledge of social networks and other mainstream media that is used throughout the country.
- (e) Firms will be evaluated on the qualifications and experience based on a detailed technical proposal, which should include approach, plan, and methodology proposed for the assignment.

4.02 During the Technical and Financial Proposal stage, Firms will be required to submit a proposed team which should include a least the following Key Experts:

- (a) A Senior Communication Expert, with experience in communication campaigns, preferably with experience of working with development agencies, with a university degree in fields related to the nature of the assignment, and a least 5 years of relevant work experience,
- (b) A Junior Communication Specialist, with a background in developing and deploying communication strategies or campaigns across different media, with preference in experience in social media.
- (c) A Marketing Specialist or Researcher, with a degree from a relevant discipline from a recognised university, and proven experience of at least 3 years in data collection and stakeholder engagement.
- (d) A non-key expert with prior experience working on gender-targeted assignments.

5. DELIVERABLES

5.01 The prospective firm will deliver the following:

- (a) An inception report of how it will undertake the scope of work listed above two weeks after executing the Contract.
- (b) A draft Communication Strategy and Outreach Plan submitted to CDB and the NDA for review and feedback 4 (four) weeks after executing the Contract.
- (c) A final Communication Strategy and Outreach Plan that incorporates comments from CDB and the NDA, submitted 6 (six) weeks after executing the Contract.

- (d) A Final Report on the execution of the strategy and engagement activities of the project submitted twenty-one weeks after executing the Contract.

6. DURATION AND LOCATION

- 6.01 The duration of the assignment will be twenty-one (21) weeks.
- 6.02 The assignment will be based in Belize.