



TERMS OF REFERENCE

**SHORT TERM CONSULTANCY FOR PUBLIC RELATIONS/
MASS COMMUNICATIONS OFFICER**

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BACKGROUND INFORMATION

Beneficiary Country

St. Vincent and the Grenadines

Contracting Authority

GEF/UNDP

Relevant Country Background

St. Vincent and the Grenadines (SVG) is a multi-island state comprising of the main island of St. Vincent and seven smaller inhabited islands as well as about 30 uninhabited islets constituting the Grenadines. The islands are home to a population of 110,000 people and cover a land area of 389 square kilometres. Apart from the main island of St. Vincent, other Grenadine islands with significant energy demands include, Bequia, Union Island and Canouan. The country is almost completely dependent on imported petroleum products such as diesel (for transport and electricity generation), gasoline (for transport), kerosene (for cooking) and butane/LPG (for cooking and water heating).

Current State of Affairs in the Relevant Sector

From 2014 to the present (2016) there has been a downward trend in the cost of oil, with prices remaining below USD 50 per barrel the first and second quarters of 2016. In the Caribbean most electricity companies are allowed to pass on fluctuating cost to consumers in the form of a fuel surcharge. The import value of petroleum products and related products into SVG rose to over USD 68 million (EC\$ 186 million) in 2014, this represents an increase in expenditure of over USD 26 million (EC\$71 million) between 2010 and 2014. Despite the increased national expenditure on the importation of petroleum products consumers have been able to enjoy a decrease in prices at the pump which coincides with the decline in global oil prices. Gas prices at the pump fell from USD 5.09 (EC 13.81) in December of 2014 to USD 3.80 (EC \$10.30) in December 2015.

Despite global reductions in the cost of petroleum based products fuel costs in SVG remains relatively high. This may be due contributed to factors such as a high dependence on imported fossil fuels, 80 per cent of SVG's installed generation capacity is based on diesel with the other 20 percent generated from hydro. Renewable Energy technologies present a viable alternative to reducing the dependence on imported petroleum products but they are however being underutilised.

SVG has a global horizontal irradiance (GHI) that averages 5.8 kWh/m²/day throughout its low-lying areas. This is sufficient solar resource for flat-panel PV and solar hot water systems. Despite this viable resource, SVG has only developed initiatives utilizing solar energy since 2011. These solar initiatives were designed by the Government of St. Vincent and the Grenadines (GoSVG) using grant funds to demonstrate that solar energy can be used in the country to offset fossil-fuel based electricity generation.

Progress made in Reducing Barriers

To improve the energy security of SVG, the GoSVG has also issued its National Energy Action

Plan (NEAP) in 2010 that identifies specific strategies in Section 4.3 to develop renewable energy as a means to reduce the country's dependence on imported fossil fuels for electricity generation. This includes actions to scale-up development of geothermal, hydropower, wind energy, biomass and waste-to-energy, solar electricity and solar thermal. In addition, NEAP also identifies actions to be taken to deploy de-centralized renewable energy applications for the Grenadine Islands as well as buildings and households that have costly connections to the grid.

Project Background

The government of St Vincent and the Grenadines has received funding from the Global Environmental Facility (GEF) to support its climate change mitigation thrust. The UNDP is implementing a medium size project entitled "Promoting Access to Clean Energy Services in St. Vincent and the Grenadines (PACES)" on behalf of the government.

The Project will seek to reduce GHG emissions from fossil fuel-based power generation by exploiting the renewable energy resources for electricity generation in St. Vincent and the Grenadines (SVG). It will promote clean energy decentralized electricity solutions in SVG, from unutilised Renewable Energy (RE) resources including inter alia, hydropower, wind, and solar. It is envisaged that through the project activities there will be a greater share of RE in the islands' energy mix by (1) the strengthening of the country's clean energy policy framework including the streamlining of processes for RE investment approvals; (2) increasing the capacities of appropriate institutions and individuals to support clean energy developments in SVG; and (3) mobilizing investments for RE demonstration projects utilizing solar resources for electricity generation.

Under component two (2) of the PACES Project an "SVG Energy Efficiency Challenge" has been proposed to engage all citizens and sectors in the practice of Energy Efficiency and Energy Conservation. The challenge is expected to foster a long term behavioural change to energy efficiency and conservation through an incentivised learning-by-doing approach. This initiative is intended to;

- Sensitise Vincentians on the economic and environmental gains of practicing energy efficiency
- Educate Vincentians on various methods (especially low or no cost methods) of practicing energy efficiency and energy conservation within the household and workplace, through a learning

PURPOSE, OBJECTIVES AND EXPECTED RESULT

Objective of the Consultancy

The objective of this consultancy is to produce and disseminate appropriate and effective mass communications to promote Energy Efficiency and participation in accordance with the "SVG Energy Efficiency Challenge"

Deliverables to be achieved by the Consultant

The Consultant will be responsible for the following outputs:

- An Inception report detailing the methodology/approach to be used to achieve the objective of the consultancy to be submitted within one week of the signing of the contract.
- Mass media campaigns and activities to promote the “SVG Energy Efficiency Challenge”

SCOPE OF THE WORK

The Consultant will work within the framework of the objectives to be achieved. The activities that are established as part of the work programme and the deliverables must be accomplished.

Specific Activities

The Consultant will be required to undertake the following activities to fulfil his/her obligations under the contract:

- Participate in a briefing meeting with the PACES project team.
- Collaborate with relevant stakeholders to research, compile and organise appropriate material to be disseminated
- Analyse and identify feasible and effective channels of communication to disseminate pertinent information on Energy Efficiency and promote participation of the targeted groups in the challenge
- Plan, organise, manage and participate in mass media interviews/activities

RESPONSIBLE BODY

The Consultant shall report to the Project Officer of the PACES project within the Energy Unit of the Ministry of National Security, Air and Sea Port Development.

LOGISTICS AND TIMING

Location

The Consultant will be located at the usual place where he/she conducts business. He/She will be required to make him/herself present in St. Vincent and the Grenadines for the period of the course delivery/workshop.

Performance Period

The services of the Consultant will be retained for a period of four (4) months from June to September 2017.

PERSONNEL REQUIREMENTS

Qualifications and Experience

Lead Consultant

Candidate must possess at least:

- A Bachelor's degree in Public Relations, Communications, Journalism, Marketing or a related field from a recognised University.
- Candidate must have at least 3 years of experience in Mass Communication or Public Relations, at least 1 year of experience within the Energy Sector is desirable.
- Candidate must provide proof of experience in developing mass communication campaigns
- Candidates should be fluent in the English Language with excellent analytical and communication skills.
- Experience working with donor and governmental agencies within the Caribbean Region would be an asset

FACILITIES TO BE PROVIDED BY THE CONSULTANT

The consultant shall provide all the facilities that he/she requires for the execution of his/her work.

EQUIPMENT

No equipment is to be purchased on behalf of the Contracting Authority / beneficiary country as part of this service contract or transferred to the Contracting Authority / beneficiary country at the end of this contract.

REPORTS

Reporting Requirements

The Consultant shall submit to the Project Officer, the inception report and digital copies of all material produced under this consultancy. The Project Officer will be responsible for the approval of these documents.

MONITORING AND EVALUATION

The indicators against which the Consultant will be evaluated on with respect to his/her performance include:

- i. Quality and comprehensiveness of the mass communication campaign developed and executed
- ii. The level of participation in the “SVG Energy Efficiency Challenge” as a result of the consultants work

Adherence to established professional standards in clarity of thought, knowledge of the subject, vision, etc.

This Consultancy is open only to Nationals of St. Vincent and the Grenadines.

Deadline for proposals is April 21, 2017

Proposals should be submitted to via email to leshan.monrose@undp.org and dandre.jackson@undp.org