



Terms of Reference

**For Short-Term Consultancy to
Assess the Knowledge, Attitudes and Practices of
Climate Services and Related Applications within the
Agriculture and Food Security Sector of Guyana and
Correlating Communication Activities for the
Caribbean Intra-ACP Climate Services and
Related Applications Programme**

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Intra-ACP Climate Services and Related Applications Programme

REQUEST FOR PROPOSAL

The CIMH is an Institution of the Caribbean Community (CARICOM) and the technical Organ of the Caribbean Meteorological Organization (CMO). The mandate of the CIMH is “to assist in improving and developing the Meteorological and Hydrological Services as well as providing the awareness of the benefits of Meteorology and Hydrology for the economic well-being of the sixteen (16) Member States of the CMO. This is achieved through training, research, investigations, and the provision of related specialized services and advice”.

In achieving its mandate, the CIMH in 1973 established an affiliation with the University of the West Indies in which its primary responsibility is the delivery of the B.Sc. programme in Meteorology in the Faculty of Pure and Applied Sciences. The CIMH is recognized regionally and globally as:

- The World Meteorological Organization (WMO) Regional Training Centre for the Caribbean.
- A centre for applied research and development in meteorology, hydrology/water resources, climatology and related areas including disaster risk reduction and impacts forecasting.
- The WMO Regional Instrument Centre for the Caribbean.
- The Climate Data Archive for the Member States of the Caribbean Meteorological Organization (CMO).
- A WMO Centre of Excellence for Training in Satellite Meteorology.
- The WMO Regional Climate Centre (RCC) for the Caribbean.
- The Caribbean Centre for Climate and Environmental Simulations.
- The Climate Data Archive for CMO Member States.
- The Pan American Centre for the WMO Sand and Dust Storm Warning Advisory and Assessment System (SDS-WAS).
- Caribbean Regional Marine Forecast Support Centre.

By virtue of the above, the CIMH is active in areas such as hydro-meteorological, marine, water resources and climate risk monitoring and forecasting and has had strong collaborations with other regional institutions, national organizations in CMO Member States and the international community.

As part of its ongoing work to provide climate services at regional and national levels under the Intra-ACP Climate Services and Related Applications (ClimSA) Programme, CIMH is seeking the services of a Consultant to (i) assess the Knowledge, Attitudes and Practices of Climate Services and Related Applications within the Agriculture and Food Security Sector of Guyana and (ii) conduct correlating communication activities. Submissions should include financial proposals.

All proposals should be submitted to procurement@cimh.edu.bb no later than August 2nd, 2024, and emails should be titled “**KAP Study and Related Communication Activities Consultant re ClimSA**”.

ANNEX I

Terms of Reference (TOR)

Title of project:	Intra-ACP Climate Services and Related Applications Programme (ClimSA)
Project duration:	2021 to 2025
Donor:	European Union
Executing Entity:	Caribbean Institute for Meteorology and Hydrology (CIMH)
Consultancy:	To Assess the Knowledge, Attitudes and Practices of Climate Services and Related Applications within the Agriculture and Food Security Sector of Guyana and Correlating Communication Activities

1. Programme Description

1.1. Project Introduction

The Intra-ACP Climate Services and Related Applications Programme (ClimSA) is a four-year project funded through the European Union (EU) African, Caribbean, Pacific (ACP) Secretariat and being executed and implemented by the Caribbean Institute for Meteorology and Hydrology (CIMH).

Its goal is to support the climate information services value chain with technical and financial assistance, infrastructure and capacity building. This will ultimately result in improved access and use of climate information, services and applications at all levels of decision-making and will lead to improved adaptation measures that allow for the Caribbean region to become more sustainable and resilient.

The ClimSA work programme is aligned to the Regional Roadmap and Plan of Action 2020-2030 for Climate Services in the Caribbean to ensure:

- Interactions between the users, researchers and climate services providers are structured;
- Provision of climate services at regional and national levels is guaranteed and secured;
- Access to climate information is improved;
- The capacity of the Caribbean region to generate and apply climate information and products to enhance resilience is strengthened;
- Climate-informed decision-making is enhanced, and climate services are mainstreamed into policy processes at regional and national levels.

For the Caribbean, these activities are timely and necessary since increasing climate variability and change are already having, and will continue to have, severe impacts on national economies and key socioeconomic sectors in the absence of this type of large scale, resilience building intervention.

The ClimSA Caribbean Programme will be executed through pilot activities aimed at strengthening the climate services value chains in the:

- Health Sector of Dominica;
- Water Sector of Jamaica;
- Agriculture and Food Security Sector of Guyana.

Key partners of the programme at the national level are the National Meteorological and Hydrological Services (NMHSs), government ministries with national responsibility for health, water and agriculture/food security sectors and private sector entities and end users of products and services from the three target sectors.

All Member States of the CMO will benefit from the programme through (i) regional capacity building initiatives, (ii) sharing of lessons learned as well as results from the three pilot countries, and (iii) institutional and capacity building at the CIMH.

2. Purpose and Objectives

The purpose of the consultancy is to support the Intra-ACP Climate Services and Related Applications Caribbean Programme, specifically the Communications Specialist to ascertain the prevailing knowledge, attitudes and practices to climate services and related applications within the agriculture and food security sector of Guyana and develop a country specific communication campaign based on the finding of the KAP study.

- 2.1. To determine the knowledge, attitudes, and practices of persons who
 - 2.1.1. utilize climate services and related applications
 - 2.1.2. could benefit from utilizing climate services and related applications.
- 2.2. To map the media landscape through the identification of all noteworthy media outlets presently operating in Guyana.
- 2.3. To support the Intra-ACP Climate Services and Related Applications Caribbean Programme, specifically the Communications Specialist in the development of a country specific communication campaign, based on the results of the KAP study.
- 2.4. To review communication products to ensure that they are audience specific and culturally appropriate.
- 2.5. To review, facilitate and report on in-country pre-testing of communication products.
- 2.6. To support the Communications Specialist in coordinating in-country media, public awareness and visibility activities.
- 2.7. To monitor in-country media for project specific content/coverage.

3. Scope of Work

Under the supervision of the Communications Specialist and the Programme Lead, the contractor is expected to design and undertake a study on the knowledge, attitudes and practices to climate services and

related applications within the agriculture and food security sector of Guyana, to quantify the current knowledge, attitudes, and practices. The study should identify the drivers and impediments associated with observed behaviours and inform the development of a country specific communication campaign.

Specific locations and methodology for the study will be decided upon signing of the contract.

The scope of work and expected deliverables will be the following:

3.1. An Inception Report/Work Plan

- 3.1.1. An inception report detailing the approach to be used in the execution of the consultancy. The report should include, but is not limited to, an outline of the details of methodology and sampling plan, implementation plan, work plan, literature review conducted and design for the KAP study.

3.2. Media Mapping Report.

- 3.2.1. Develop a media mapping report identifying traditional media i.e., print, broadcast, and radio and digital media i.e., e-papers, blogs and other notable online media outlets presently operating in Guyana. The report should include, but is not limited to, the names and contact information for editors and senior personnel who write and present news or create content on climate change and the environment.

3.3. Research Protocol and Study Instruments

- 3.3.1. The design of a research protocol and study instruments.

3.4. KAP Report

- 3.4.1. A final report detailing key findings of the study. The report should include country specific background and context, the drivers and impediments associated with the behaviours identified, a mapping and analysis of communication channels, and recommendations.

3.5. PowerPoint Presentation of Key Study Findings and Recommendations of KAP Study

- 3.5.1. Develop a PowerPoint presentation documenting the main findings of the KAP study and recommendations to be used by CIMH and representatives of the NHMS from the project country.

3.6. Country Specific Communication Campaign and Implementation Schedule

- 3.6.1. Develop a country-specific communication campaign and implementation schedule based on the results of the KAP study. The campaign should identify key messages, target audiences, communication channels, timelines etc.

3.7. Review, facilitate, and report on in-country pre-testing of communication products

- 3.7.1. Review communication products to ensure that they are culturally appropriate and audience specific.
- 3.7.2. Facilitate in-country pre-testing of communication products with focus groups.
- 3.7.3. A final report on the focus groups findings.

3.8. Coordinate and Report on Media, Public Awareness and Visibility Activities

- 3.8.1. In-country coordination of media, public awareness, and visibility activities.
- 3.8.2. Report on media, public awareness, and visibility activities.

3.9. Media Monitoring Report

3.9.1. A media monitoring report for project specific content/coverage detailing and analyzing media coverage, sentiment, and trends.

4. Deliverables

- 4.1. Inception Report/Work Plan
- 4.2. Media Mapping Report
- 4.3. Research Protocol and Study Instruments
- 4.4. Final Report on KAP Study
- 4.5. PowerPoint Presentation of Key Findings and Recommendations of KAP Study
- 4.6. A Country Specific Communication Campaign and Implementation Schedule
- 4.7. Review, Facilitate, and Report on In-Country Pre-Testing of Communication Products
- 4.8. Coordinate and Report on Media, Public Awareness and Visibility Activities
- 4.9. Media Monitoring Report

Deliverables clause

Once a contractor is selected, the contract timeline and deliverables may be appropriately amended to capture new specific developments requested by the CIMH.

Finalization of all deliverables must incorporate feedback from the CIMH.

5. Timeline

The duration of the consultancy is four months with an expected start date in September 2nd, 2024.
Estimated duration to complete:

No.	Deliverable	Timeline
1.	Inception Report/Work Plan	1 week
2.	Media Mapping Report	1 week
3.	Research Protocol and Study Instruments	2 weeks
4.	KAP Study Final Report	8 weeks
5.	PowerPoint Presentation of Key Findings and Recommendations	8 weeks
6.	A Country Specific Communication Campaign and Implementation Schedule	8 weeks
7.	Review, Facilitate, and Report on In-Country Pre-Testing of Communication Products	12 weeks
8.	Coordinate and Report on Media, Public Awareness and Visibility Activities	16 weeks
9.	Media Monitoring Report	16 weeks

All submissions must meet the specifications outlined in the Scope of Work, Section 3.

6. Payment Schedule

Installment of Payment	Deliverables	Percentage of Payment
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1 st Installment	<ul style="list-style-type: none"> • Inception Report/Work Plan • Media Mapping Report • Research Protocol and Study Instruments 	25%
2 nd Installment	<ul style="list-style-type: none"> • KAP Study Final Report • PowerPoint Presentation of Key Findings and Recommendations of KAP Study • A Country Specific Communication Campaign and Implementation Schedule 	40%
3 rd Installment	<ul style="list-style-type: none"> • Review and facilitate in-country pre-testing of communication products 	10%
4 th Installment	<ul style="list-style-type: none"> • Coordinate and Report on Media, Public Awareness and Visibility Activities • Media Monitoring Report 	25%

7. RFP Proposal Requirements

- 7.1. A complete financial proposal is required to be presented, which should be aligned with Section 4 – Each of the nine deliverables is to be assigned a cost.
- 7.2. Hourly rate for additional work beyond the outlined scope.
- 7.3. Full work plan inclusive of time for the provision of feedback.
- 7.4. A detailed curriculum vitae of the Consultant including relevant experience and a description of main achievements.
- 7.5. Contact details for three (3) professional referees.

8. Selection Criteria

The Consultant should possess:

- 8.1. A post-graduate degree in journalism, public relations, communication for social and behavior change, communication for development, or a relevant branch of social sciences with five years' experience in the design and conduct of studies utilizing quantitative and qualitative methods or
- 8.2. A first degree with at least seven years professional training/certification or experience in development communication, communication for social and behavior change, or the design, conduct and analysis of communication studies, preferably in the area of knowledge, attitudes and behavioural practice.
- 8.3. Previous experience in conducting communication research.
- 8.4. Previous experience working with climate change or natural resource management.
- 8.5. Experience in data collection and data analysis for KAP studies within the project country.
- 8.6. Experience in conducting studies of similar size, type, and complexity.

8.7. Intimate knowledge of Guyana to effectively have input into the cultural suitability of communication products developed.

9. Evaluation and Selection Process

Submissions will be evaluated based on a scoring methodology that combines both the qualifications and quality of the proposal (weighted up to 70%) and the pricing offer (weighted up to 30%). The technical portion of the proposal will be assessed based on:

Category	Technical Evaluation	Weighting
Overall Response and Methodology	Understanding of the scope, objectives, and completeness of response.	5%
	Quality of the proposed approach and methodology.	15%
	Quality of proposed implementation plan, i.e., how the Consultant will approach each task, and time-schedules.	15%
Knowledge, Experience and Qualifications	Qualifications and experience of the Consultant.	10%
	Technical expertise: mixed-method research expertise; development communication; design, conduct and analysis of communication studies, preferably in knowledge, attitudes and behavioural practice; and analysis and report writing.	15%
	Presence and intimate knowledge of the media landscape and cultural norms in Guyana.	10%
	Total	70%

Supervision of contract

Lyn-Marie Deane, CIMH Communications Specialist, Ideane@cimh.edu.bb

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Dr. David Farrell, CIMH Principal, dfarrell@cimh.edu.bb