

TERMS OF REFERENCE

Publisher: Primed for Success Vol. 3

1. BACKGROUND INFORMATION

1.1. Beneficiary/Eligible countries

CARIFORUM Region: Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago

EU Member States:

1.2. Contracting Authority

Caribbean Export Development Agency

1.3. Relevant background

Caribbean Export Development Agency (Caribbean Export) is a regional export development and trade and investment promotion organization of the Forum of Caribbean States (CARIFORUM). Caribbean Export is also a beneficiary of funding assistance from the 10th European Development Fund (EDF), under which the Agency is responsible for implementing the Regional Private Sector Development Programme (RPSDP). The RPSDP has four specific objectives: a) Enhancing Competitiveness and Promoting Innovation among CARIFORUM's Private Sector; b) Promoting Trade and Export Development among CARIFORUM States; c) Promoting stronger trade and investment relations among CARIFORUM and French Caribbean Outermost Regions (FCORs) as well as European Union (EU) Overseas Countries and Territories (OCTs) in the Caribbean; and d) Promoting stronger trade and investment cooperation between CARICOM and the Dominican Republic (DR). There is also a complementary objective of strengthening the institutional capacity of Caribbean Export to implement trade and investment promotion programs in the region through its export development programming and through support to the Caribbean Association of Investment Promotion Agencies (CAIPA).

The overall objective of the RPSDP is to contribute to the gradual integration of CARIFORUM countries (Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago) into the World Economy and by so doing to enhance regional economic growth and by extension alleviate poverty. One of the specific objectives of the programme is to promote trade and export development among CARIFORUM member states.

1.4. Current state of affairs in the relevant sector

In order to promote trade and export development among CARIFORUM member states, there is a need to showcase the private sector success stories of the beneficiaries of Caribbean Export. This not only supports the increased visibility of the Agency but also is a means to encourage Caribbean excellence across the region. The Primed for Success publication provides a collection of articles on exporting businesses that have benefited from Caribbean Export work programme activities to contribute their success.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the Primed for Success is to showcase successful beneficiaries of Caribbean Export activities.

2.2. Purpose

The specific purpose of this contract is as follows:

To publish Primed for Success Vol. 3 in December 2014. In order to produce this publication, Caribbean Export is looking to work with an experienced publishing firm that will provide the following services:

- Interview agreed list of businesses and write articles
- Source supporting images for each article. Images should be supplied by the business, however in the event images are not available or inadequate a local photographer should be hired at the approval of Caribbean Export.
- Develop the design and layout
- Develop an electronic version of the publication
- Provide recommendations and support for the final print production.

2.3. Project Deliverables

The following are the main project deliverables of the consultancy:

- A high resolution (300dpi) print file of Primed for Success Vol. 3 (file must meet the selected printer specifications or requirements).
- An electronic version of Primed for Success Vol. 3 (file should be a PDF in single pages and not spread pages)

Please note that Caribbean Export will provide a list of companies to be included to the Consultant and will assist where needed to facilitate the process.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project intervention

- The Consultant has the required skillset and manpower to fulfil the requirements of this publication in the timeframes requested as stated under Section 4.2

3.2. Risks

Beneficiaries may not be available to participate; this can be mitigated by planning and sufficient notice given to the targeted firms.

4. SCOPE OF THE WORK

4.1. General

4.1.1 The project involves the delivery of a hard copy and electronic version of Primed for Success Vol 3.

4.1.2. Geographical area to be covered by the Consultant

Consultant is expected to conduct interviews throughout the CARIFORUM region utilising the telephone, Skype and source in country services where necessary e.g. professional photography services.

4.1.3. Target groups

The target audiences for Primed for Success are regional exporters, governments, Business Support Organisations, Trade Promotion Organisations, potential investors, and the diaspora. In addition, this publication will be useful for anyone who is interested in CARIFORUM trade and exports.

4.2. Specific activities

4.2.1 In order to achieve the project deliverables, the Consultant will be expected to complete the following activities:

- Interview the agreed list of beneficiaries (approx. 20)
- Write articles (approx. 20) that highlight the businesses growth and success as a result of participating in Caribbean Export initiatives
- Liaise with Caribbean Export to determine the appropriate design and layout of the publication;
- Provide 3 design and layout options in keeping with the brand guidelines to select from;
- Design a cover page for the publication;
- Create an electronic version of the publication;
- Liaise with Caribbean Export to determine the appropriate print specification and quality
- Recommend 3 print firms to Caribbean Export who are capable of printing to the agreed specification and quality;
- Provide recommendations and assistance to ensure the final print meets the expected standards.

SCHEDULE FOR COMPLETION OF PRIMED FOR SUCCESS VOL.3

Milestones and Deliverables will follow the proposed schedule below:

ACTIVITY	SCHEDULED DELIVERY
Completion of list of beneficiaries	July 30 th
Interview and articles (with supporting images) submitted for approval to Caribbean Export	September 30 th
Articles approved	October 15 th
Design and Layout approved	October 31 st
3000 copies printed and shipped to Caribbean Export Electronic version of publication completed and available to go online.	December 1 st

4.3. Project management

4.3.1. Responsible body

The Caribbean Export Development Agency will be responsible for the management and coordination of this project.

4.3.2. Management structure

The Manager – Competitiveness and Innovation will retain overall responsibility for the project and will report the performance of the project to the Executive Director.

4.3.3. Facilities to be provided by the Contracting Authority and/or other parties
N/A

5. LOGISTICS AND TIMING

5.1. Location

The Consultant will work remotely but will be required to engage in regular conference calls with Caribbean Export.

5.2. Commencement Date & Period of implementation of tasks

The intended commencement date of the contract is **August 11, 2014** until **December 1st, 2014**

6. REQUIREMENTS

6.1. Personnel

6.1.1. Publishing Company

Qualifications & Skills

All publishers must:

- Be nationals of the African, Caribbean and Pacific group of states or of the European Union
- Have practical experience of at least five (5) years in producing corporate publications including magazines
- Have previously prepared digital publications

Specific Professional Experience

A proven and demonstrable track record in producing similar publications is required.

Required Documentation

1. At least two (2) examples of published magazines including electronic or online versions
2. Proposal including information related to but not limited to Company Profile, Quotation, Key Experts, Timetable of Activities

6.2. Office accommodation

No office accommodation at the Caribbean Export Development Agency is required or will be provided for the key expert.

6.3. Facilities to be provided by the Consultant

The Consultant shall ensure that additional experts, if required, are adequately supported and equipped. In particular the Consultant shall ensure that there is sufficient administrative, secretarial and general support for each additional expert to enable the Consultant to concentrate on his/her primary responsibilities. The Consultant must also transfer funds as necessary to support the activities under the contract and to ensure that all employees are paid regularly and in a timely fashion.

6.4. Equipment

This contract does not provide for the procurement of any equipment related to this assignment.

7. REPORTS

7.1. Reporting requirements

The consultant will submit the following reports:

- **Inception Report** of maximum 5 pages to be produced **after one (1) week** from the signing of the contract by both parties. In the report the consultant shall highlight any foreseen difficulties in addition to submitting a detailed overview, including a detailed timeline, of the intended workflow and activities. The Consultant is advised to proceed with his/her work also in absence of comments other than acceptance by the Contracting Authority to the inception report.

7.2. Submission & approval of reports

The reports and deliverables as referred to above must be submitted to the Manager – Competitiveness and Innovation. All reports must be submitted in English in electronic format. The final report must be submitted in electronic format along with three (3) hard copies. The Manager – Competitiveness and Innovation is responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Section 4.2 and as outlined within the work plan. Feedback, other than acceptance, on each submitted Progress Report is not a requirement for the continuation of the project. The Contracting Authority will provide feedback to the consultant **within five (5) working days of receipt** of the final report.

8.2. Special requirements

None.

Interested persons must submit all **required documentation** to JoEllen Laryea, Advisor – PR and Marketing via email to jlaryea@carib-export.com

Submissions via post should be sent to:

JoEllen Laryea, Advisor – PR and Marketing
Caribbean Export Development Agency
1st Floor Baobab Towers
Warrens
St. Michael
Barbados, BB22026

In order to be considered for this Consultancy, proposals must be received no later than 4:30 p.m. Barbados Time on August 5, 2014. No late submissions will be accepted.