

BE-CLME+ Project: Promoting National Blue Economy Priorities Through Marine Spatial Planning in the Caribbean Large Marine Ecosystem Plus (GEF Project ID 10211)

Terms of Reference for a Regional Consultancy to Design and Implement Structure and Operational Protocols for Knowledge Management and Information Platform and Communications

1.0 Background & Justification.

1.1 The BE-CLME+ Project is a regional initiative aimed at promoting blue economy development in the Caribbean region through Marine Spatial Planning (MSP) and Marine Protected Areas (MPAs), Ecosystem Approach to Fisheries (EAF), development of climate-smart sustainable fisheries value chains, and knowledge management in Barbados, Belize, Guyana, Jamaica, Saint Lucia, and Panama. The Caribbean Regional Fisheries Mechanism (CRFM) is the Executing Agency for the project, while the Development Bank of Latin America and the Caribbean (CAF) and the Food and Agriculture Organization (FAO) of the United Nations are the Global Environment Facility (GEF) Co-Implementing Agencies.

1.2 The 2025 BE: CLME+ Project Workplan & Budget was approved by the Regional Steering Committee on February 27, 2025 and calls for a regional consultancy to Design and Implement Structure and Operational Protocols For Knowledge Management and Information Platform and Communications under Component 3 of the project.

1.3 This component supports the first two project components through knowledge management and project monitoring and evaluation, based on knowledge and experiences from the project as well as taking advantage of knowledge and experiences with the blue economy from other regions and other GEF International Waters projects in partnership with IW:LEARN as well as the experiences and lessons from the CLME and BE-CLME+Project. Collectively the three outcomes under Component 3 will bolster regional capacity and engagement in blue economy opportunities, from regional and national organizations to private sector partners and on down to targeted trainings for individual fisherfolk. Specifically, the component will focus on advancing lessons learned on marine spatial planning and the role of marine protected areas for ecosystem-based fisheries management, promotion of sustainable fisheries value chains and value of marine ecosystem goods and services within the context of blue economy. This component will also promote cooperation through the establishment of a knowledge management platform that will facilitate partnership building, knowledge exchange and collaboration, and promoting participation in technical meetings for regional knowledge sharing and targeted training for beneficiary institutions and associations, including actively engaging in IW:LEARN activities. Finally, to ensure successful project execution, the project will be supported by robust project monitoring and evaluation systems to inform timely

adaptive project management, including meeting project reporting requirements and third-party mid- term and terminal evaluations.

1.4 The project aims to promote lessons learned in the development of new Blue Economy strategies that will be applicable to a wide range of GEF recipient countries both in the Caribbean and in other marine systems. The project also strives to be an active learner from past experiences in other regions through IW:LEARN and LME:LEARN, especially participating in south-south and twinning exchanges on topics related to marine habitat conservation, ecosystem-based fisheries management, and successes in implementing the concepts of Blue Economy at the national and regional levels. The project will establish a dedicated project website and coordinate with existing FAO, CAF, CARICOM, CRFM, and CLME+ websites to ensure broad dissemination of knowledge is achieved on an ongoing basis.

2.0 Objective of the Consultancy.

The main objective will be the development of a knowledge management (KM) platform for the project that ensures a robust information exchange to increase awareness and engagement on the topics of marine spatial planning, strengthening marine protected areas, ecosystem-approach to fisheries, sustainable seafood value chains, regional cooperation, and knowledge management in the Caribbean. This will be ensured through the creation of a KM platform to disseminate lessons learned from the project, promoting best practices for advancing blue economy development and strategies.

- I. Establish a knowledge management and information platform to organize, store, and share project details, documents, expertise, experiences and lessons learned under the project, allowing users to access knowledge easily as well as improve transparency. Experiences and lessons learned will be systematized and operational protocols developed and disseminated to users and beneficiaries in project countries, including through instructional webinars on the operational features of the platform.
- II. Establish a communication strategy that aligns with the project's goals and objectives such as sharing knowledge, increasing project awareness and visibility, promotional campaigns, and promoting behavioural change towards blue economy development.

3.0 Key Activities will include, but not be limited to those listed below.

3.1 Development and Implementation of Knowledge Management Platform, the elements of which should take into account the following design elements:

- Review of existing infrastructure of the CRFM website
- Functions and features consistent with IW:LEARN
- Document control and content creation/management
- Access control to platform

- Implementation and User Adoption
- Hosting capabilities under the CRFM website
- Maintenance of platform
- Performance Metrics and M&E
- Training and Support for users
- Interoperability and synergy with CRFM and other similar Knowledge Management Platforms, especially with the PROCARIBE+ Project and other GEF IW:LEARN Projects in the region
- Projects Mapping across the region with thematic areas

3.2 Develop and implement a comprehensive communication strategy

- Manage internal and external communications to ensure consistency
- Create, edit, and share engaging content using the various institution platforms, including fact sheets, reports, press releases, video testimonials, newsletters, social media, project logos, branding materials and the organization's website.
- Write, edit and proofread communication materials, including press releases, articles, blog posts and social media content.
- Develop and maintain relationships with media contacts, journalists and influencers.
- Manage press conferences, media briefings and other public relations events.
- Monitor and analyse media coverage, providing regular insights and recommendations for improvement.
- Manage the project's social media presence, including content creation, posting and engagement.
- Prepare internal communications, including memos, newsletters and presentations for employees and stakeholders.
- Collaborate with marketing and design teams of partner agencies to create visually appealing and effective external communication materials.
- Plan, organize and support corporate communication events and public appearances.

3.3 This consultancy must engage with partners of the BE: CLME+ Project, including but not limited to Central American Fisheries and Aquaculture Organization (OSPESCA), PROCARIBE+ Project (both of whom are involved with traceability work in the fisheries sector), and the National Fisheries Authorities who have made varying degrees of progress in value chain analyses at the national level.

3.4 Consult with the CRFM/PMU and be informed of the Environmental and Social Safeguards (ESS) triggered by the BE: CLME+ Project and identify where value chain optimization may be in violation of ESS and make specific recommendations to ensure value chain compliance with ESS. In the optimization of fisheries value chains ensure these comply with the ESS triggered by the BE: CLME+ Project.

3.5 In coordination with the CRFM/PMU, organize and convene virtual national workshops in each project country and a virtual regional workshop to present the results of the value chain optimizations and to discuss synergies with other national and regional activities and projects.

4.0 Expected Outcomes and Deliverables.

4.1 The consultant(s) is expected to deliver the following products:

- **Product 1:** Inception Report detailing activities, milestones, timeline, and a robust approach and methodology to carry out the assignment.
- **Product 2:** Communication Strategy and Work Plan for the project. This should outline clearly the approach to gain maximum exposure for the project within the target countries, among the countries in the region, and internationally with relevant organizations and regions.
- **Product 3:** Knowledge Management (KM) Platform for the project, with direct synergy and linkage to the GEF:IW LEARN Platform. This platform will promote cooperation that will facilitate partnership building, knowledge exchange and collaboration, and promoting participation in technical meetings for regional knowledge sharing and targeted training for beneficiary institutions and associations, including actively engaging in IW:LEARN activities.
- **Product 4:** Key Messages Portfolio for at least 8 different stakeholder groups consistent with project's themes and outcomes. These stakeholder groups include *inter alia* government leaders and policy-makers, funding agencies, academia and scientific officers, private sector, schools, fishers and cooperatives, protected area managers and community-based/non-governmental organizations.
- **Product 5:** Communication and visibility materials (design) and coordination of printing *where applicable* (videos, apparel, logos, banners, fact sheets, slide decks, brochures, etc). This would be done in 2 portfolios as materials would require updating as the project progresses.
- **Product 6:** Quarterly Experience Notes (using IW:LEARN format) on short case studies from the project activities
- **Product 7:** Quarterly Reports on impact of Knowledge Management Platform and Communication Strategy
- **Product 8:** A Final Technical Report (FTR)

4.2 The consultant will be guided by the monthly workplan developed with the Regional Project Coordinator (RPC) regarding timelines and deliverables.

Product	Percentage of Budget	Schedule of Payment
Product 1: Inception Report	5	2 weeks after signing
Product 2: Communication Strategy and Work Plan	10	2 months after signing
Product 3: Knowledge Management Platform	35	4 months after signing
Product 4: Key Messages Portfolio	10	6 months after signing
Product 5: Communication and visibility materials	10	First portfolio: 7 months after signing Second portfolio: 12 months after signing
Product 6: Quarterly Experience Notes	5	End of each quarter until June 2027
Product 7: Quarterly KM and Communications Report	10	End of each quarter until June 2027
Product 8: A Final Technical Report	15	June 30, 2027

5.0 Reporting Requirements.

5.1 The consultant will present the deliverables following the schedule established in Section 4 of these terms of reference. All materials must be delivered in English and in Spanish where applicable, in the case of materials used in Panama. All reports, studies, plans, drawings, source code, technical data, specifications, and any other material prepared by or worked upon by the consultant exclusively for the CRFM under this Agreement are the sole and exclusive property of the CRFM and as such the CRFM has exclusive title, rights, and interest in all such material including the right of dissemination, reproduction, and publication. The consultant will report directly to the Regional Project Coordinator (RPC) of the BE: CLME+ Project on the assignment.

6.0 Acceptance Criteria.

6.1 Payments will be authorized once the CRFM accepts the products specified by the TOR according to the agreed Work Plan. The CRFM will have up to three weeks to provide written comments/recommendations to the consultant(s) reports. Unless previously determined, the CRFM will generally accept the deliverables once the consultant or consulting firm confirms the following: (i) receipt and additional inclusion of comments/recommendations in a revised version and (ii)

provision of date for presentation of the revised versions of the submitted deliverables. The consultant(s) are expected to include these comments two weeks after receipt.

7.0 Consultant's Effort and Required Skills

7.1 Applicants should meet the following requirements:

- A Bachelor's Degree in Communications, Journalism, Marketing, Information and Communications, Information Technology, Computer Science and Management, Public Relations, Media Relations, Corporate Communications or other relevant and related fields.
- Training in visual communications design, web design, knowledge and/or information management systems and frameworks, or any related fields.
- Skills in research, writing, editing, proofreading, public speaking, social media management, content marketing, digital analytics or graphic design.
- Minimum of 3 years of experience in marketing and communications, corporate communications, public relations, broadcasting, industrial relations, multilingual communications or a similar role in communications.
- Experience in facilitating regional stakeholder meetings or discussions in-person or virtual.
- Capability to work independently or collaboratively in a fast-paced environment.
- Ability to handle confidential information with utmost integrity and discretion.
- An understanding of resource users across marine-related sectors, especially in the fisheries, protected areas, tourism, recreational fisheries, and maritime transport.
- Ability to work with senior government officials, non-governmental organizations (NGOs), and local communities.
- A good understanding of dynamics of the fishery sector, value chains, marine spatial planning, marine sanctuaries, fisheries management, eco-systems-approach to fisheries, and blue economy.
- Adeptness to work under pressure and handle crisis communication.
- Work experience in any of the project countries or within the region. Work in Spanish-speaking countries, especially Panama would be desirable.

8.0 Application and Selection Procedure.

8.1 Interested individuals are invited to submit their Technical and Financial Proposal outlining observations on these Terms of Reference, understanding of the objectives of the assignment, details of methodology to be applied, proposed work plan and timeline, personnel to be involved,

skills and Curriculum Vitae, declaration of availability, declaration of no conflict of interest, and tax-inclusive price proposal with details of professional fees for team members, logistics, travel, printing, and all other associated costs.

A portfolio citing examples of similar work produced **must** accompany the application. This can be sent via Google Drive as a live link embedded in the proposal.

8.2 Technical and Financial Proposals will be evaluated using a Quality and Cost-Based Selection procedure, in which the Technical Proposal can be awarded a maximum of 70% of the evaluation score and price a maximum of 30% of the evaluation score.

8.3 Please submit your application in one package by 20 August 2025 to jobs@crfm.int copied to secretariat@crfm.int.