

Title of the EOI:

Technical support for printing and dissemination of Eastern Caribbean Flyingfish Fishery Management Plan 2020-2025 and ancillary public relations items

Date of this EOI: 01 November 2020

Closing Date for Receipt of EOI: 23 November 2020

EOI Reference: CLME+ SP3/FFMP/11-2020

DESCRIPTION OF THE ACTION

The main deliverables expected are:

1. Five hundred (500) printed copies of CRFM Special Publication No. 27 - Eastern Caribbean Flyingfish Management Plan 2020 - 2025
2. Dissemination/delivery of between 30 and 100 copies CRFM Special Publication No. 27 - Eastern Caribbean Flyingfish Management Plan 2020 - 2025 to each of Barbados, Dominica, Grenada, Saint Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, and offices of the CRFM Secretariat in Belize and St. Vincent and the Grenadines; and any other location, as agreed with the CRFM Secretariat
3. Prepare, print and distribute a simple pamphlet summarizing the FMP designed for use by stakeholders to assist with understanding of the FMP.
4. Purchase and distribution of ancillary public relations items aimed at promoting the management of the fishery.

The main tasks/activities are as follows:

- a) Facilitate the printing 500 of copies of CRFM Special Publication No. 27 - Eastern Caribbean Flyingfish Management Plan 2020 - 2025
- b) Disseminate/facilitate delivery of 30-100 copies of *CRFM Special Publication No. 27 - Eastern Caribbean Flyingfish Management Plan 2020 - 2025* to the fisheries divisions of each of Barbados, Dominica, Grenada, Saint Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, as agreed with the CRFM Secretariat
- c) Prepare, print and distribute 500 copies of a simple pamphlet summarizing the FMP designed for use by stakeholders to assist with understanding of the FMP; designed on the advice, under the direction and with the approval of the CRFM Secretariat
- d) Purchase and distribution of public relations items aimed at promoting the management of the fishery; in collaboration with and approval of CRFM Secretariat on their procurement and distribution
- e) Prepare a report, taking into account comments provided by the CRFM Secretariat. The report would at least contain the following brief sections: Acknowledgements; Abbreviations and Acronyms; Introduction; Approach to the Assignment; Delivery of Terms of Reference; Description of Activities Carried Out; Comments and Conclusions including

lessons learned; Annex 1 Terms of Reference; Annex 2 Records of the dissemination of the Eastern Caribbean Flyingfish Fishery Management Plan 2020-2025 and other materials

The action should be conducted over 10 weeks and must be completed by 26 January 2021

SPECIFIC REQUIREMENTS for PROPOSAL SUBMISSION

1. Proposals must be written in Standard English and consist of a technical proposal and a financial proposal.
2. The Technical Proposal should provide the following information:
 - a. A description of the firm's/company's/consortium experience on comparable assignments
 - b. At least three client references, with information regarding similar services along with contact information (name, telephone numbers and e-mail addresses).
 - c. A detailed description of work plan/schedule for performing the assignment
 - d. Recent CVs of principal/key staff members
 - e. A detailed description of the proposed methodology.
3. The Financial Proposal should list all costs associated with the assignment. It is expected that the stipulated costs would be broken down by activity and outputs.
4. In the case of a Firm/Company, proof of Legal status must be submitted.
 - a. Articles of incorporation
5. The following contact information must be provided:
 - a. Legal Name of Company/Individual(s)
 - b. Company's Authorised Representative(s) (Name/Title) (in the case of a Firm)
 - c. Full address
 - d. Telephone and Fax numbers
 - e. Skype Address
 - f. Email address
 - g. Website
 - h. Number of technical persons in the company
6. The cost of preparing and submitting the proposal is not reimbursable as a direct cost of the assignment.
7. CRFM is not bound to accept any of the proposals submitted.
8. CRFM's policy requires that respondents provide professional, objective, impartial advice and always hold CRFM's interests paramount without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Respondents shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of CRFM.

SUBMISSION, RECEIPT, AND EVALUATION OF PROPOSALS

1. Proposals shall be evaluated taking into consideration, but not limited to, the requirements listed below:
 - a) Lead consultant should preferably possess a master's degree in mass communication, journalism, marketing or related subject, or 10-15 years' experience in communication, journalism, marketing or allied professions.
 - b) Consultant must demonstrate a track record of managing communication projects with national and regional/international organisations
 - c) The Consultant should have demonstrated media communications and social marketing experience in fisheries or a related field at the regional and national levels in the Caribbean, including relevant writing or editorial experience about fisheries issues for a broad audience
 - d) Consultant must demonstrate previous experience in facilitating the provision of print services
 - e) The successful proposals should demonstrate the consultant firm/individual's methodology for effecting the scope of works and meeting project deliverables.

The completed proposals must be submitted to the Executive Director, CRFM Secretariat no later than **23 November 2020 at 3:00 p.m. (GMT -6)** at the address below. Proposals submitted after this date will not be evaluated.

Address:
CRFM Secretariat
Princess Margaret Drive
P.O. Box 642
Belize City Belize, C.A.
Telephone: (501) 223-4443/4/5

Proposals are to be submitted by email with the subject: **Technical support for printing and dissemination of the ECFMMP and associated memorabilia**

NOTE: Inquiries pertaining to this solicitation are to be directed to the attention of: The Executive Director, CRFM Secretariat, Belize, (secretariat@crfm.int), copied to Deputy Executive Director, CRFM Secretariat, St. Vincent and the Grenadines (crfmsvg@crfm.int) and include the EOI reference.

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Catalyzing Implementation of the Strategic Action Programme for the Sustainable Management of shared Living Marine Resources in the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ Project)