



# CARIBBEAN COMMUNITY CLIMATE CHANGE CENTRE

## TERMS OF REFERENCE (ToR)

### **Production of a series of Public Service Announcements (PSAs) and one Advertorial for the Caribbean Community Climate Change Centre PAE Toolbox**

#### **I. Background**

- 1.1 The Caribbean Community Climate Change Centre (CCCCC) has received grant funding from the United States Agency for International Development (USAID) to support the implementation of the “**Climate Change Adaptation Program**” (CCAP). Under the Program, the CCCCC, in partnership with national governments, other donors working in the region, regional institutions, the private sector, community-based organisations (CBOs) and non-governmental organisations (NGOs) in the Eastern and Southern Caribbean<sup>1</sup> is implementing CCAP over the four-year period July 2016 to June 2020. The CCAP commenced in July 2016.
- 1.2 It is the expectation that the CCAP partnership will assist the Caribbean Community (CARICOM) countries in the Eastern and Southern Caribbean (ESC) region to build their development resilience to climate change through:
  - (i) better climate change-related data collection, management and dissemination for decision making,
  - (ii) the development and implementation of innovative adaptation initiatives that can be scaled up and encourage policies that support sustainable economic development and disaster risk reduction, and
  - (iii) aggressively pursuing sustainable financing efforts to complement the scarce resources in the region to achieve maximum developmental impact.
- 1.3 The goal of the CCAP is to reduce risks to human and natural assets resulting from climate change vulnerability, and its purpose is to strengthen an integrated system for the implementation and financing of sustainable adaptation approaches in the Eastern and Southern Caribbean region.

The CCAP recognises that for climate change impacts to be sustainably addressed within the ESC region and to reduce the debilitating effects on the local and national economies, it would require:

- substantial improvements to the existing platform for producing quality climate change data that is necessary and an imperative for prudent decision making;
- designing and implementing innovative adaptation sub-activities with the potential for

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<sup>1</sup> Eastern and Southern Caribbean Countries are: Antigua & Barbuda; Barbados; Dominica; Guyana; Grenada; Saint Kitts & Nevis; Saint Vincent & the Grenadines; Saint Lucia; Trinidad & Tobago and Suriname.

- replication and up-scaling where necessary to build the development resilience of the ESC region and reduce its vulnerability and susceptibility to natural disasters and climate change related impacts; and
- enhancing the capacity of the CCCCC and ESC region to access climate financing for the longer-term support of adaptation initiatives in the region and sustainability of some of the programmatic activities after the CCAP ends.

1.4 Investments made by the CCCCC under the CCAP include:

- Fifty (50) automatic weather stations across the Member States of the ESC (with the exception of Trinidad and Tobago);
- Five (5) Coral Reef Early Warning System (CREWS) stations in Antigua and Barbuda, Grenada, St. Kitts and Nevis, Saint Lucia and St. Vincent and the Grenadines;
- Five (5) sets of data rescue equipment/data nodes in Antigua and Barbuda, Grenada, Guyana, St. Kitts and Nevis and St. Lucia and
- A Light Detection and Ranging (LiDAR) system to provide high resolution bathymetric and topographic data for the entire region and which will be available on an as-needed basis at much lower costs than similar contracted services from outside the region.
- Expansion of the Data-nodes or information databases to support the Clearing House Mechanism which is the largest collection of Climate Change information about the Caribbean. Data nodes were added in four additional countries-Grenada, ST Lucia, Antigua and Barbuda, Guyana and Suriname and a fifth in St Kitts, upgraded.

1.5 The Caribbean Community Climate Change Centre (CCCCC) is the regional that CARICOM Agency with responsibility for leading the Caribbean's response to Climate Change. Also known as, the Five Cs, the CCCCC provides support to other regional entities in the forecast and analyse potentially hazardous impacts of both natural and human-induced climate change on the environment. It also administers special programs that create opportunities for sustainable development. Given its role, the CCCCC also uses public education, awareness and training that target the region's technocrats to further their knowledge and help them integrate climate change into planning and policymaking.

1.6 The CCCCC works with various partners to develop tools to:

- help users make climate resilient decisions,
- take appropriate actions in response to variable and changing climate, and
- empower Caribbean governments and to mitigate the impact of climate change.

The series of audiovisual products will be used to support its many activities as well as serve as documentary evidence of the Centre's work in the region.

## **II. Objective of this Consultancy**

- a) The overall **Objective** of this Consultancy is: (i) to support and promote the goal of USAID CCAP funded interventions that are intended to reduce the many risks posed by Climate variability and change to the citizens and natural assets of the ESC; and (ii) to support the CCCCC's Public Awareness and Education Programme.

- b) The Specific Objective is to **develop four PSAs** that will further build on the information available to the Centre's stakeholders, for its Schools' and Youth Initiatives, via the Centre's website and for its collaborative work with the Caribbean Broadcasting Union (CBU) to provide and broadcast Climate Change information about and for the Caribbean.

### III. Scope of Services

The Scope of Services include:

#### **Task 1: Preparatory and related activities:**

- Research, storyboarding, create shotlists, organise, conduct and record interviews;
- Review for inclusion, CCCCC owned video and audio files. A final decision about the use of older clips will be taken by the CCCCC's Communications Team during the scripting and editing process;
- Filming and audio including up to four (4) interviews with key CCCCC expert staff and stakeholders, as well as locales in ESC countries, as relevant to the narrative where applicable; and
- Post-production, editing and finalisation of the video documentary.

#### **Task 2: Produce three (3) 30 to 60-seconds public service announcements (PSAs) to:**

- Support and showcase use of the data collected via the Automatic Weather and CREWS Stations, LiDAR and other data collection devices funded by USAID CCAP;
  - Promote the importance of the devices to the Centre's work in the ECS (and the wider Caribbean);
  - Educate the general public about the importance of protecting the devices.
- ✓ The PSAs are intended to raise awareness among mariners and other members of the public about the existence of tools listed, their importance and use in developing climate change adaptation strategies to support decision-making in the ESC; and the reasons why they must be protected. The intention is also to inform partners and other stakeholders about their locations.
- ✓ The PSAs should:
- a) Explain the use of climate data and information tools to support decision-making in the ESC (and the wider Caribbean);
  - b) Explain how the general public and mariners can protect the, AWS and CREWS and,
  - c) Provide the location of the equipment so they can be included on the GPS Maps used by marine interests;
  - d) **AWS PSA:** Shot in the field and features CCCCC and / or CIMH and members of the MET and HYDRO organisations within country(ies) in which it is shot. Introduces the systems and what they are used for; issues appeal/ warning for their protection and any penalties that may apply. The PSA must be shot and edited in high definition and final products provided in formats that are suitable for distribution to partners and broadcast as well as for uploading on the Centre's social media platforms, websites;
  - e) **CREWS PSA:** Shot at sea and features members of the Fishermen's

Cooperative in the country (ies) in which it is shot; CCCCC's officers, Members of the Coast Guard or other Government Entity to introduce the system and explain its purpose; Skit(s) that explains why boats should NOT be tied or anchored on the stations. The PSA must be shot and edited in high definition and final products provided in formats that are suitable for distribution to partners and broadcast as well as for uploading on the Centre's social media platforms, websites;

- f) **LIDAR PSA:** Shot in the field with feature clips of the of CCCCC's technical team explaining the benefits of coastal bathymetric and topographic data acquired using the LIDAR system for evidence based decisions in response to threats on climate change and climate variability.

**Task 3: Produce an advertorial that highlights USAID CCAP's support to building the capacity of the CCCCC** as a Regional Implementing Entity (RIE) to the GCF, particularly supported by USAID CCAP and

**DATA node information for Advertorial:** Shot in the selected country, demonstrated and explained by the organisation which houses the Database.

**Task 4: Revise, as necessary, the outputs produced at Tasks 2 and 3:**

Please note that a team of professionals drawn from the CCCCC's list of partners and stakeholders will be asked to view, comment and make suggestions on the product prior to finalisation. This may require additional edits to these outputs.

**Task 5: Support the duplication and dissemination of the videos:**

- i. 10 physical copies, including menu and cover printed must be sent to the CCCCC and partners as directed;
- ii. Electronic copies of the high-resolution footage and audio files made available to the CCCCC and Partner Websites;
- iii. Video made available on YouTube, other cloud storage, and additional online knowledge platforms as directed;
- iv. Further dissemination support **MUST** include multiple social media networks, including Twitter, Facebook, Instagram, and YouTube, coupled with Centre and related platforms. The videos must also be formatted for use at workshops, meetings, conferences, and local events.

#### **IV. Deliverables / Outputs**

1. Three (3) Thirty to sixty seconds (30 to 60 seconds) Public Service Announcements (PSAs) in physical (10 copies) and electronic formats on:
  - a) Automatic Weather Stations (AWS);
  - b) the Coral Reef Early Warning System(s) stations; and
  - c) Light Detection and Ranging (LiDAR) system
2. A two-three minute **advertorial that highlights USAID CCAP's support to building the capacity of the CCCCC** as a Regional Implementing Entity (RIE) to the GCF in physical (10 copies) and electronic formats.
3. Copies of all raw footage and un-edited interviews shot during the making of the

videos should also be handed over to the CCCCC at the end of the project.

## V. **Type of Consultancy, Required Qualification, Expertise and Competencies**

The Consultant should meet the following criteria:

### **Education:**

At minimum possess a degree or postgraduate diploma in communications, journalism or filmmaking or comparable qualifications.

### **Experience:**

- At least three years' experience in video production.
- Experience producing PSAs, short films, advocacy and/or social marketing videos.
- A minimum of three years' experience working in the Caribbean.
- Experience and demonstrated interest in climate change, environmental and sustainable development issues with a minimum of two years' relevant work experience in one or more of these areas are a must
- Work experience in or with regional and international organisation is desirable
- Experience shooting from boats, in the sea and from hydraulic lifts is required.

### **Core Competencies:**

- Work in teams: Demonstrated ability to work in a multicultural, multi-ethnic environment and to maintain effective working relations with people of different national and cultural backgrounds, in the Caribbean region generally and the headquarters host country specifically;
- Communication and information-sharing: Facilitate and encourage open communication and strive for effective communication;
- Knowledge: Knowledge of climate change issues and the IPCC and UNFCCC negotiations is highly desirable
- Strong broadcast (TV and Radio) production skills and ability to advise the Communications team where applicable and
- Candidate(s) should be willing to participate in coaching and skills-transfer sessions during the production process.

## VI. **Place of Work**

The Consultant will be required to visit some ESC countries, selected by the Communications Team, as well as Belize, for the purpose of conducting interviews and filming.

## VII. **Duration of this Consultancy**

This Consultancy must be conducted by the Consultant over **eight (8) weeks duration**. The expected start date is **July 29<sup>th</sup> 2019**.

## VIII. **Supervision**

The Consultant will report to the CCCCC's Communication Specialist.