

## **REQUEST FOR EXPRESSIONS OF INTEREST** **CONSULTING SERVICES**

Selection # as assigned by e-Tool: JA-T1210-P001

Selection Method: Simplified Competitive Selection

Country: *Jamaica*

Sector: *INT/TIN*

Funding – TC #: *ATN/OC-19774-JA*

Project #: *JA-T1210*

TC name: *Support for Investment Promotions in Jamaica*

Description of Services: *Consultancy to create and Produce Promotional Videos of GSS in Jamaica*

*Link to TC document:* [Project Document-JA-T1210](#)

The Inter-American Development Bank (IDB) is executing the above-mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations ( <http://beo-procurement.iadb.org/home>) by: [Thursday, April 13, 2023], 5:00 P.M. (Washington D.C. Time).

To access the IDB Portal, the firms must generate a registration account, including **all** the data requested by the Portal. In the event that any of the information requested is not included, the firm will not be able to participate in this or any other Bank-executed selection process for operational work. If the firm has been previously registered, please validate that you have **all** the firm's information updated and complete before submitting an expression of interest.

The consulting services ("the Services") of this consultancy is to utilise creative concepts to develop four (4) high-quality promotional videos highlighting the advantages and business opportunities that are present in the Global Digital Services Sector (GDSS) of Jamaica. The estimated timeframe for this consultancy is 1.5 months.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-4. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the draft summary of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms

as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: [mariou@iadb.org](mailto:mariou@iadb.org) or [chevelleh@iadb.org](mailto:chevelleh@iadb.org)

Inter-American Development Bank  
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## **TERMS OF REFERENCE**

### ***Consultancy to Create and Produce Promotional Videos of GSS in Jamaica***

*Jamaica*

*ATN/OC-19774-JA*

*JA-T1210*

[Project Document-JA-1210](#)

#### ***SUPPORT FOR INVESTMENT PROMOTION IN JAMAICA***

### **1. Background and Justification**

**1.1.** Under the functional matrix of the Inter-American Development Bank, the Integration and Trade Sector (INT) performs the following functions: (i) spearhead the design and execution of national and regional operations (loans, TCs and direct assistance) that promote regional cooperation; from the creation of border infrastructure to the management of regional public goods and the negotiation of treaties; (ii) analyze and recommend public policies on export promotion, investment attraction, and trade opening and facilitation; (iii) create knowledge from research and business statistics; and (iv) develop skills in the public sector, support the private sector by accompanying SMEs that wish to export and join global value chains, and facilitate networks and events that seek exchange between entrepreneurs and public officials. The Trade and Investment Division is charged with initiating and executing the sector's operational portfolio.

**1.2.** In 2019, the Government of Jamaica (GoJ) requested a loan from the Inter-American Development Bank (IDB) to support the Global Services Sector or GSS through a "Skills Development Programme for Global Services" (JA-L1079). The total amount of this loan is US\$15 million.

The main objective of the loan is to promote the growth of the Global Services Sector (GSS) in Jamaica particularly in higher value-added segments. Specifically, it intends to: (i) provide the sector with better skilled workers; and (ii) increase Jamaica's institutional capacity to attract Foreign Direct Investment (FDI) and increase exports. This operation proposes the following components:

- i. Component 1. Skills Development for the Global Services Sector and Strengthening of the Skills Development System. This component seeks to align and improve the skills development system to provide the GSS with workers, particularly in higher value-added segments. First, it will finance activities to improve the system's ability to guarantee relevance of training to increase the share of activities that are higher up the value chain and to improve the quality of training.
- ii. Component 2. Global Services Sector Ecosystem. The objective of this component is to strengthen Jamaica's capacity to attract investment and increase exports in higher value-added and digital segments.

In support of Component 2 of the Skills Development Programme, Jamaica was selected to host the Outsource2LAC Conference. Outsource2Lac has the primary objective of sharing good practices and experiences of the outsourcing sector or GSS, as well as generating business and investment opportunities for the small and medium size enterprises of Latin America and the Caribbean. It brings together representatives of leading global services industries in the region with potential clients from Asia, Europe, and North America. In 2020, the Outsource2lac Conference recorded over four thousand (4000) attendees which resulted in over fifteen hundred (1500) business meetings between local firms and potential investments. As a result of the event, according to the surveys received during the business meetings, the amount of future business projected in millions of dollars, was more than USD18 million.

**1.3** To support the hosting of this regional event in June 2023, the IDB has provided grant funding. Amongst many other GSS Project initiatives, a portion of the grant funding has been allocated to produce four (4) short

promotional videos to highlight business opportunities and achievements in the Global Digital Services Sector of Jamaica.

## **2. Objectives**

**2.1.** The specific objective of this consultancy is to utilise creative concepts to develop four (4) high quality promotional videos highlighting the advantages and business opportunities that are present in the Global Digital Services Sector (GDSS) of Jamaica.

## **3. Scope of Services**

**3.1** The consulting firm will work in close collaboration with JAMPRO to conceptualize and produce four (4) high resolution promotional videos of the GDSS in Jamaica.

**3.2** To achieve the expected results, the scope of activities include:

- Lead discussions with stakeholders in the GSS Jamaica to identify the most suitable inputs and graphical representations for the video features.
- Develop the creative concepts and preparation of story boards or concept documents for each video.
- Develop a production plan (to include messaging, script or interview questions, if applicable) for the development of the videos.
- Complete the videography and edits in keeping with the agreed audio-visual requirements and production schedule.
- Provide narration (voiceover), where necessary, and make recommendations for the inclusion of special effects and graphics/infographics.
- Facilitate consultation and ongoing feedback process towards final production of all videos.
- Provide all video footage related to the production in editable format.

## **4. Key Activities**

**4.1. *The following are the key tasks:***

- Source/recommend suitable talent and facilitate the recording of voiceovers as well as editing of recordings.
- Acquire and establish a repository of video footage for the GDSS in Jamaica.
- Integrate existing video footage with new recordings related to the identified business features.
- Develop and integrate high resolution animation (3-D) and/or graphics and/or sound effects to enhance video quality.
- Transport, set up, and operate modern video production equipment, including audio and lighting equipment, for field and studio productions.
- Conduct research on existing business operations in the GDSS that best complements the video feature.
- Engage with stakeholders from the sector and the public sector to develop concepts and inputs for the video.
- Coordinate stakeholder reviews and approval for all videos.
- Complete edits of video footage on digital formats.
- Ensure that the appropriate logos and copyright considerations are included in all videos.

## **5. Expected Outcome and Deliverables**

**5.1.** The expected outcome is four (4) high quality promotional videos highlighting the GDSS of Jamaica.

**5.2.** The deliverables are:

- Production Plan

- Video Concept Notes (Story Board and Stakeholder Meeting Notes)
- Four (4) Draft Video Features (Combination of one 60 seconds and three 30-seconds)
- Four (4) Final Video Features including editable format (Combination of one 60 seconds and three 30-seconds)

#### 6. Other Requirements:

- Firm's qualification:
  - At least seven (7) years' experience in video production in Jamaica, Latin America or the Caribbean region.
  - At least three (3) video production assignments working within the outsourcing sector or with BPO firms.
  - The consulting team includes qualifications and experience in communication, videographer, video editing and graphic design.

#### 7. Project Schedule and Milestones

DELIVERABLES	TIMELINE (Calendar days)	SCHEDULED PAYMENT
<b>DELIVERABLE 1:</b> <ul style="list-style-type: none"> <li>• Production Plan</li> </ul>	5 days (after signature of contract)	15%
<b>DELIVERABLE 2:</b> <ul style="list-style-type: none"> <li>• Video Concept Notes (Story Board and Stakeholder Meeting Notes)</li> </ul>	10 days (after signature of contract)	10%
<b>DELIVERABLE 3:</b> <ul style="list-style-type: none"> <li>• Four (4) Draft Video Features (Combination of one 60 seconds and three 30-seconds)</li> </ul>	20 days (after the signature of the contract)	50%
<b>DELIVERABLE 4:</b> <ul style="list-style-type: none"> <li>• Four (4) Final Video Features (Combination of one 60 seconds and three 30-seconds)</li> </ul>	30 days (after signature of contract)	25%

#### 8. Acceptance Criteria

- 8.1. All deliverables must be approved by the Team Leader at the IDB and designated representatives of Jampro.

#### 9. Supervision and Reporting

- 9.1. The consultant will report to the team leader, Mario Umana (INT/TIN) and Jampro's Vice President Marketing.
- 9.2. The work of the consulting firm will be monitored by the team leader in collaboration with other TIN members and designated representatives of Jampro.
- 9.3. Regular coordination meetings will be held with the consulting firm and the monitoring team. The acceptance of deliverables must be clearly defined and understood by all parties.

## 10. Schedule of Payments

- 10.1.** Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advance payments under consulting contracts unless a significant amount of travel is required. The Bank wishes to receive the most competitive cost proposal for the services described herein.
- 10.2.** The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of local currency payments.

<b>DELIVERABLES</b>	<b>Scheduled Payment</b>
<b><i>DELIVERABLE 1</i></b>	15%
<b><i>DELIVERABLE 2</i></b>	10%
<b><i>DELIVERABLE 3</i></b>	50%
<b><i>DELIVERABLE 4</i></b>	25%
<b><i>TOTAL</i></b>	<b>100%</b>