

TERMS OF REFERENCE*Consultancy to develop and package new CBT products and build capacity of cluster stakeholders**Regional - RG-T3792**Capacity building of the Caribbean Tourism Organization (CTO) to implement community-based tourism clusters and stimulate innovation in the new normal.***1. Background and Justification**

In 2017 the Inter-American Development Bank (IDB), the UK's Department for International Development (DFID), the Government of Canada, and the Caribbean Development Bank (CDB) have established a co-financing facility called "The Compete Caribbean Partnership Facility" (GN-2851). It is a continuation of the Compete Caribbean Program that funded over 100 private sector development projects over the period 2010-2016 in the Caribbean. These projects generated nearly 12,000 jobs, a 23% increase in exports (USD \$37M) and a 41% increase in the revenue of participating firms and clusters (USD\$153M), as well as an improvement in the business climate for some countries through policy or regulatory reforms. The purpose of the Compete Caribbean Partnership Facility (CCPF) is to drive inclusive and sustainable economic growth through greater competitiveness and innovation in the private sector of 13 Caribbean countries[1].

Given the importance of tourism for the Caribbean and the potential of community-based tourism (CBT) for offering a more inclusive source of economic growth, a call for cluster proposals focused on tourism/agri-tourism was launched in January 2020. The seven cluster projects short-listed have been submitted to an Investment Panel of independent judges who scored and ranked the projects based on their likelihood to achieve the following objectives:

1. **Job creation** – the extent to which the cluster project will create new jobs, including for women and other vulnerable or marginalised groups.
2. **Revenue generation** – the extent to which the cluster project will affect the revenues of stakeholders in underprivileged or remote areas.
3. **Increased foreign exchange** – the extent to which this project will generate additional spending from foreign visitors (new or current).
4. **Catalytic and sustainable impact** – the extent to which the project will affect inclusive and sustainable economic growth over time, as well as impact on climate change.

Three projects were selected to receive technical assistance valued at up to \$300,000 each. This technical assistance will be used to help community-based tourism (CBT) enterprises in the selected clusters become market-ready. The activities will build on a consumer research and CBT enterprise handbook published in 2019 to ensure that (i) the products offered are aligned with the willingness-to-pay of Caribbean tourists; (ii) the businesses are generating enough revenues to cover their costs; (iii) the staff, helpers and local guides are properly trained on health and safety measures particularly regarding COVID; and (iv) the diverse Micro, Small and Medium Enterprises (MSMEs) in the community are able to

[1] Antigua & Barbuda, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, Saint Kitts & Nevis, Saint Lucia, Saint Vincent & the Grenadines, Suriname, Trinidad & Tobago

reach the targeted visitors via effective tour packaging, promotion, and online marketing. These activities are prioritized and defined in the Cluster Development Plan (CDP) of each project which was prepared in collaboration with the cluster stakeholders based on the results of the community diagnostic and tourism asset inventory.

2. Objectives

The objective of this consultancy is to develop, and package new CBT products based on the CDP and build the capacity of cluster stakeholders to optimize profit for Micro, Small and Medium Enterprises (MSMEs).

3. Scope of Services

The consulting firm will work collaboratively with the cluster stakeholders to develop, package, and implement the market-driven products. The CDP provides the overall strategy for the destination based on a comprehensive analysis of market potential and capacities on the ground. This consultancy will build on these findings and provide technical assistance to finalize the product development process with the stakeholders. This may include arranging logistics to develop more cost-effective itineraries, reviewing menus and operating procedures of MSMEs involved, supporting the business-to-business partnership agreements, etc. Training and capacity building will be provided during implementation of relevant stakeholders¹. The consulting firm will provide a detailed training and capacity building program with the involvement required from the MSMEs. The results of this consultancy will inform the marketing and branding strategy.

4. Key Activities

1. Conduct desk research to fully understand the rationale behind the Cluster Development Plan (CDP), target market, etc. Review market research² and any other documents relevant to the CBT destination, potential markets and value chain.
2. Engage MSMEs in the product development process.
3. Conduct cost-benefit, breakeven and other financial analysis to optimize profit for the stakeholders involved - in an inclusive and sustainable way.
4. Prepare a comprehensive training and capacity building program.
5. Providing supporting materials such as itineraries, logistic plans, Service Level Agreements, Terms of Reference, datasheet tools, etc.
6. Providing guidance on how the plan can be updated annually.

¹ The CBT enterprise handbook published in 2019 provides guidance on how to promote CBT Enterprises on Trip Advisor and international Online Tourism Agencies (OTAs)

² Including the consumer research on visitors' willingness to pay published in 2019

<https://www.competecaribbean.org/documents/diversification-of-caribbean-tourism-experiences/>

Expected Outcome and Deliverables

The consultant will be responsible for:

1. Detailed workplan and schedule of activities for the consultancy.
2. Stakeholder engagement process for product development
3. 10 new products ready to market involving at least 15 women-Owned firms and 15 MSMEs
4. Curriculum and training program for at least 60 individuals
5. A PowerPoint presentation with at least 3 webinars with explanatory notes presented online to the stakeholders and recorded for training purposes.

5. Project Schedule, Milestones and Payments

5.1. Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advanced 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.

5.2. The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of local currency payments.

<u>Deliverables</u>	Milestones	% of payment
D1. Workplan	2 weeks after signing contract	15%
D2. Stakeholder engagement	2 months after signing contract	25%
D3. 10 new products	3 months after signing contract	30%
D4. Curriculum D5. Webinars	4 Months after signing	30%

6. Reporting Requirements

6.1. The consulting firm is expected to submit deliverables according to the workplan. The workplan can be submitted in Excel Gantt chart format, with other documents submitted as reports in Word, Excel or PowerPoint. All final deliverables once reviewed and approved must be submitted in PDF format for payment processing.

7. Acceptance Criteria

7.1. The deliverables will be reviewed by the project team and approved by Compete Caribbean and the Clusters' Steering Committee.

8. Supervision and Reporting

- 8.1.** The consultancy will be supervised by the Team Leader, Kayla Grant, IFD/CTI at The Inter-American Development Bank, and coordinated by Annie Bertrand, Compete Caribbean's Coordinator for Productivity, and Innovation in the Private Sector. On a day-to-day basis, the Consulting Firm will follow the guidance of the Regional Technical Advisor appointed by the Caribbean Tourism Organisation (CTO).

TERMS OF REFERENCE

Consultancy to design and implement a marketing strategy for Community-Based Tourism (CBT) Clusters in the Caribbean

Regional - RG-T3792

Capacity building of the Caribbean Tourism Organization (CTO) to implement community-based tourism clusters and stimulate innovation in the new normal.

9. Background and Justification

In 2017 the Inter-American Development Bank (IDB), the UK's Department for International Development (DFID), the Government of Canada, and the Caribbean Development Bank (CDB) have established a co-financing facility called "The Compete Caribbean Partnership Facility" (GN-2851). It is a continuation of the Compete Caribbean Program that funded over 100 private sector development projects over the period 2010-2016 in the Caribbean. These projects generated nearly 12,000 jobs, a 23% increase in exports (USD \$37M) and a 41% increase in the revenue of participating firms and clusters (USD\$153M), as well as an improvement in the business climate for some countries through policy or regulatory reforms. The purpose of the Compete Caribbean Partnership Facility (CCPF) is to drive inclusive and sustainable economic growth through greater competitiveness and innovation in the private sector of 13 Caribbean countries[1].

Given the importance of tourism for the Caribbean and the potential of community-based tourism (CBT) for offering a more inclusive source of economic growth, a call for cluster proposals focused on tourism/agri-tourism was launched in January 2020. The seven cluster projects short-listed have been submitted to an Investment Panel of independent judges who scored and ranked the projects based on their likelihood to achieve the following objectives:

5. **Job creation** – the extent to which the cluster project will create new jobs, including for women and other vulnerable or marginalised groups.
6. **Revenue generation** – the extent to which the cluster project will affect the revenues of stakeholders in underprivileged or remote areas.
7. **Increased foreign exchange** – the extent to which this project will generate additional spending from foreign visitors (new or current).
8. **Catalytic and sustainable impact** – the extent to which the project will affect inclusive and sustainable economic growth over time, as well as impact on climate change.

Three projects were selected to receive technical assistance valued at up to \$300,000 each. This technical assistance will be used to help community-based tourism (CBT) enterprises in the selected clusters become market-ready. The activities will build on a consumer research and CBT enterprise handbook published in 2019 to ensure that (i) the products offered are aligned with the willingness-to-pay of Caribbean tourists; (ii) the businesses are generating enough revenues to cover their costs; (iii) the staff, helpers and local guides are properly trained on health and safety measures particularly regarding

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COVID; and (iv) the diverse Micro, Small and Medium Enterprises (MSMEs) in the community are able to reach the targeted visitors via effective tour packaging, promotion, and online marketing. These activities are prioritized and defined in the Cluster Development Plan (CDP) of each project which was prepared in collaboration with the cluster stakeholders based on the results of the community diagnostic and tourism asset inventory.

10. Objectives

The objective of this consultancy is to develop a comprehensive marketing strategy for the Community-Based Tourism clusters selected, and to facilitate implementation to the best extent possible. The marketing strategy will include branding of the CBT destination, guidelines on communications and collaterals, online marketing strategy, online booking strategy, integration of the value chain including clarity on partnerships with relevant agencies that may be involved in selling the CBT products.

11. Scope of Services

The consulting firm will work collaboratively with the cluster stakeholders to develop and implement the marketing strategy and ensure recognition with the relevant national tourism marketing agencies. The Consulting firm is expected to ensure effective digitalisation of the marketing and booking processes to optimise revenues for Micro, Small and Medium Enterprises (MSMEs). This will involve training and capacity building during implementation of relevant stakeholders³. The consulting firm will provide a detailed implementation plan with the budget required to achieve the objectives set in the strategy but is not expected to procure advertisements, develop websites, etc.

12. Key Activities

7. Conduct desk research to fully understand the rationale behind the Cluster Development Plan (CDP), target market, etc. Review market research⁴ and any other documents relevant to the CBT destination, potential markets and value chain.
8. Prepare a comprehensive destination marketing strategy. The strategy will include but is not be limited to the product itself which may include multiple activities, packaging, promotion (online and offline media), market segmentation and clarification about the profile of the segments targeted, geographic target markets, etc.
9. Prepare a branding strategy, inclusive of logo, colour scheme, etc., clearly detailing the identity of the destination.
10. Prepare an Implementation Plan with budget and timeline, listing activities for implementing the branding and marketing strategies. Specific recommendations will be provided for incorporation into the overall country marketing campaign as well as recommendations for marketing within the cluster members local accommodation establishments.

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⁴ Including the consumer research on visitors' willingness to pay published in 2019

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11. Providing supporting materials such as sample itineraries with options for each of the identified market segments. Options should include various themes and varying durations suitable for the experiential type traveller and groups. Material should also include brand identity material.
12. Providing a plan and activities to increase the spending of travellers on CBT activities.
13. Providing guidance on how the plan can be updated annually.
14. Provide a public relations program and develop a Public Relation Action Plan

13. Expected Outcome and Deliverables

The consultant will be responsible for:

6. Detailed workplan and schedule of activities for the consultancy.
7. Destination marketing plan and branding strategy inclusive of sustainability strategy and sample itineraries. This strategy will define the profile of the segments targeted, position the brand and effectively market the area in particular.
8. A Brand Book with a clearly defined identity including but not limited to a logo and tagline. The brand book will be used by tourism organisations and entrepreneurs to attract and retain Dutch visitors as well as socially responsible investors. The Brand Book must be done in PDF for both printing and website.
9. Implementation plan with budget. Part of the marketing plan will be executed by the consulting firm and other advertisements or marketing activities recommended (eg: advertisements to be paid on Facebook) will be procured separately. The proposal will specify the activities that will be implemented by the consulting firm during the implementation, and the budget will include estimates of advertisements to be done in the target market, nature and frequency, social media, brochures, videos, etc. Some of these expenditures can be incurred in the destination to optimize the marketing value of each dollar (eg: website, local signages, etc.). The project team will support this process based on the guidance of the consulting firm.
10. A PowerPoint presentation with at least 3 webinars with explanatory notes presented online to the stakeholders and recorded for training purposes. This should include overall branding and marketing strategy as well as specific recommendations for positioning and marketing specific products. This may also include a business case/argument for promoting area addressed to the government. A PowerPoint presentation to be presented at a workshop locally if feasible. Awareness will be raised with key stakeholders that can affect the volume of visitors including airlines, tour operators, etc.

14. Project Schedule, Milestones and Payments

- 14.1.** Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advanced 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.
- 14.2.** The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of local currency payments.

<u>Deliverables</u>	Milestones	% of payment
D1. Workplan	2 weeks after signing contract	15%
D2. Marketing and branding strategy	2 months after signing contract	25%
D4. Implementation and budget	3 months after signing contract	30%
D5. Webinars and D3 brand book	4 Months after signing	30%

15. Reporting Requirements

15.1. The consulting firm is expected to submit deliverables according to the workplan. The workplan can be submitted in Excel Gantt chart format, with other documents submitted as reports in Word, Excel or PowerPoint. All final deliverables once reviewed and approved must be submitted in PDF format for payment processing.

16. Acceptance Criteria

16.1. The deliverables will be reviewed by the project team and approved by Compete Caribbean and the Clusters' Steering Committee.

17. Supervision and Reporting

17.1. The consultancy will be supervised by the Team Leader, Kayla Grant, IFD/CTI at The Inter-American Development Bank, and coordinated by Annie Bertrand, Compete Caribbean's Coordinator for Productivity, and Innovation in the Private Sector. On a day-to-day basis, the Consulting Firm will follow the guidance of the Regional Technical Advisor appointed by the Caribbean Tourism Organisation (CTO).

Caribbean Tourism Organisation (CTO)
Regional Technical Advisor for Community-Based Tourism projects



Background

In 2017, the Inter-American Development Bank (IDB), the UK's Department for International Development (DFID), the Government of Canada, and the Caribbean Development Bank (CDB) have established a co-financing facility called "The Compete Caribbean Partnership Facility" (GN-2851), which is a continuation of the Compete Caribbean Program that funded over 100 private sector development projects over the period 2010-2016 in the Caribbean. These projects generated nearly 12,000 jobs, a 23% increase in exports (USD \$37M) and a 41% increase in the revenue of participating firms and clusters (USD\$153M), as well as an improvement in the business climate for some countries through policy or regulatory reforms. The purpose of the Compete Caribbean Partnership Facility (CCPF) is to drive inclusive and sustainable economic growth through greater competitiveness and innovation in the private sector of 13 Caribbean countries^[1].

In January 2020 the CCPF launched a call for proposals for clusters focused on the tourism and agri/agro-tourism sectors. To support this process, with the aim of providing tools to build a pipeline of strong projects, and to maximise the impact and benefits on the most vulnerable groups, a community-based tourism (CBT) toolkit⁵ was developed in collaboration with the Caribbean Tourism Organisation (CTO), and disseminated through various channels including the Ministry of Tourism in each country and the Caribbean Hotel and Tourism Association (CHTA). The toolkit includes a primary market research of US based consumer to assess the demand for innovative products and services that can be offered in the Caribbean, and visitor willingness to pay for these experiences. Additionally, it includes a Community-Based Tourism Enterprise Handbook, Cluster Diagnostic Tool and a Tourism Assets Inventory and Profile Template, which cluster stakeholders can use to develop and/or enhance their tourism product and experience.

Out of the 55 proposals received, three projects were selected to receive technical assistance valued at up to \$300,000 each. This technical assistance will be used to help community-based tourism (CBT) enterprises in the selected clusters become market-ready. The activities will build on a consumer research and CBT enterprise handbook published in 2019 to ensure that (i) the products offered are aligned with the willingness-to-pay of Caribbean tourists; (ii) the businesses are generating enough revenues to cover their costs; (iii) the staff, helpers and local guides are properly trained on health and safety measures particularly regarding COVID; and (iv) the diverse Micro, Small and Medium Enterprises (MSMEs) in the community are able to reach the targeted visitors via effective tour packaging, promotion, and online marketing. These activities are prioritized and defined in the Cluster Development Plan (CDP) of each project which was prepared in collaboration with the cluster stakeholders based on the results of the community diagnostic and tourism asset inventory.

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⁵ The CBT toolkit and training manuals are available <https://competecaribbean.org/featured/community-based-tourism-toolkit> and www.onecaribbean.org

Objectives:

The Compete Caribbean Partnership Facility (CCPF) seeks a professional consultant with outstanding facilitation skills to provide technical assistance, supervise and report on progress during the implementation of a Cluster Development Plans (CDP) selected competitively.

A CDP is a comprehensive strategic plan designed based on a thorough analysis of the situation on the ground, through consultations with cluster stakeholders, research on market opportunities identified, and segmentations recommended and/or established. It also includes a detailed implementation plan with priorities defined for each key stakeholder. Together, these priority activities or investments will enable the achievement of the outcomes and impact expected from the project, which are captured in a monitoring and evaluation framework. They also indicate the counterpart contributions in cash (10%) and in kind (10%) required from the stakeholders to ensure “skin in the game” and meet the obligations of the program’s operating regulations.

Scope of Work:

The consultant will provide technical support, facilitation services, advice and training to the cluster managers during the implementation of the CDPs. The selected candidate will:

1. Conduct desk research to become familiar with the CDP, the consumer market research⁶, and other relevant documents.
1. Implement the cluster project in accordance with a detailed workplan and agreed schedules.
2. Coordinate the establishment and work of a project steering committee to guide and monitor project implementation.
 - a. Defining roles and responsibilities, meeting procedures and frequency, members, ensuring meeting minutes are properly recorded, etc.
3. Arrange quarterly review meetings with the Steering Committee, and meetings with relevant stakeholders as needed.
4. Prepare quarterly progress reports and capture project monitoring data, using templates provided by CC PF.
5. Drive project implementation on the ground and monitor actual progress; this will include, among other activities, engaging in procurement activities, identifying potential problems and proposing solutions, etc. all while ensuring compliance to Compete Caribbean and IDB’s procedures and guidelines.
6. Facilitate on-the-ground coaching and advisory services with cluster stakeholders to encourage ongoing consensus around the ideas and activities underpinning the initiative, and ensuring participation of the various stakeholder groups, including women farmers and women-owned firms.
7. Conduct workshops and focus groups to achieve the objectives in the CDP and according to the workplan agreed upon.
8. Collect required information and provide timely reports to all key stakeholders to facilitate management of the CDP.
9. Prepare TORs, review and provide feedback on proposals and deliverables of consultants to be contracted under the project.
10. Coordinate with any other consultants hired under the project.
11. Engage with local stakeholders, cluster players and key institutions, in a structured manner to design complementing projects to improve the performance of farmers and other players in the value chain, beginning with farmers that supply raw materials to agroprocessors.
12. Based on these consultations, start the execution of the complementing projects. These additional projects will have a focus initially on climate change mitigation, a crucial factor for the improvement of raw material production in the long term.
13. Prepare operating procedures and a governance structure to sustain cluster operations and growth into the future.

Deliverables and Payments timeline:

⁶ <https://competecaribbean.org/wp-content/uploads/2019/11/Consumer-Research.pdf>

All deliverables will be reviewed by the project steering committee and must be approved by Compete Caribbean prior to payment. In addition to monthly updates and quarterly progress reports using the template provided, the consultant will submit the following deliverables:

- A detailed workplan (inclusive of a monitoring and evaluation plan) and schedule, two (2) weeks after the start of the consultancy;
- Draft and finalized Terms of References (TOR) for the following consultancies:
 - Consulting services in marketing to develop and execute a strategy to introduce HWT products in the mainstream retail and food service market channels of the U.S.
 - Consulting services for design and execution of promotion and brand awareness strategy for HWT and design of marketing materials, website new content.
 - Consulting services to adapt HWT's retail channel products' formulations to food market service channel requirements by way of product development.
- Quarterly reports with data captured in the M&E system as per the requirements of the cluster project steering committee and Compete Caribbean. These reports should be submitted 10 days after the close of the quarter.
- Design and implementation of a project to improve the performance and resilience of farmers.
- Draft governance system including social and environmental operating guidelines and clarity on decision making procedures to minimize impact of climate change on the value chain. The governance system to optimize sustainability and corporate social responsibility will be implemented and updated as needed during the second year of the project.

Every report must be submitted to the Bank in an electronic file. The report should include: cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations. 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.

Payment Schedule	
Deliverables	%
Detailed workplan and final versions of TORs for project's consultancies	15%
Quarterly report # 1 showing 25% progress on workplan	10%
Quarterly report # 2 showing 50% progress on workplan	10%
Quarterly report # 3 showing 75% progress on workplan	10%
Quarterly report # 4 showing 100% progress on workplan	15%
Design and implementation of at least (1) complementing project	15%
Draft governance system including social and environmental operating guidelines	15%
Total	100%

What you'll need:

Citizenship: You are a citizen of one of IDB's 48-member countries or any of the six OECS beneficiary countries of Compete Caribbean.

Consanguinity: You have no family members (up to fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB Group.

Education: Master's Degree or higher in International Development, Marketing, Business Management, Tourism Studies; Agricultural Sciences and/or related fields.

Experience: At least 10 years of experience working in project management with clear evidence of expertise in facilitating diverse groups of stakeholders to achieve common goals. Knowledge and understanding of the tourism and agriculture sectors, and related experience working in the Caribbean would be an asset.

Languages: Must be fluent in written and spoken English.

Core and Technical Competencies: The consultant must have experience in the development of management information systems to facilitate identification of needs among diverse stakeholders and ensure buy-in along the way. Strong leadership capacity and expertise in change management.

Opportunity Summary:

- Type of contract and modality: Products and External Services (PEC) contractual, Lump Sum
- Length of contract: The first draft of the CDP is typically completed within 8 weeks and the final within 12 but the contract will be open for 6-8 Months in case of any restrictions related to the Corona virus.
- Starting date: April 21st, 2021.
- Location: Dominica
- Responsible person: The consultancy will be supervised by the Team Leader, Kayla Grant, IFD/CTI at The Inter-American Development Bank, and coordinated by Annie Bertrand, Compete Caribbean's Coordinator for Productivity, and Innovation in the Private Sector. On a day-to-day basis, the Consulting Firm will follow the guidance of the Regional Technical Advisor appointed by the Caribbean Tourism Organisation (CTO).

Our culture: Our people are committed and passionate about improving lives in Latin-America and the Caribbean, and they get to do what they love in a diverse, collaborative and stimulating work environment. We are the first Latin American and Caribbean development institution to be awarded the EDGE certification, recognizing our strong commitment to gender equality. As an employee you can be part of internal resource groups that connect our diverse community around common interests.

Because we are committed to providing equal opportunities in employment, we embrace diversity based on gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, and religion. We encourage women, Afro-descendants and persons of indigenous origins to apply.

About us: At the IDB, we're committed to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

Our team in Human Resources carefully reviews all applications.

Background

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Objectives:

The Compete Caribbean Partnership Facility (CCPF) seeks a professional consultant with outstanding facilitation skills to provide technical assistance, supervise and report on progress during the implementation of three Cluster Development Plans (CDP) selected competitively. Each project will be implemented with the technical assistance of a cluster facilitator on the ground. The role of the Regional Technical Advisor is to support the cluster facilitators, capture lessons learnt and ensure knowledge dissemination.

A CDP is a comprehensive strategic plan designed based on a thorough analysis of the situation on the ground, through consultations with cluster stakeholders, research on market opportunities identified, and segmentations recommended and/or established. It also includes a detailed implementation plan with priorities defined for each key stakeholder. Together, these priority activities or investments will enable the achievement of the outcomes and impact expected from the project, which are captured in a monitoring and evaluation framework. They also indicate

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the counterpart contributions in cash (10%) and in kind (10%) required from the stakeholders to ensure “skin in the game” and meet the obligations of the program’s operating regulations.

Scope of Work:

The consultant will provide technical support, facilitation services, advice and training to the cluster managers during the implementation of the CDPs. The selected candidate will:

2. Conduct desk research to become familiar with the CDP, the consumer market research⁸, and other relevant documents.
3. Ensure effective and timely implementation of the three projects on the ground. This includes conducting site visits (Covid-19 permitting) to provide guidance as needed, collect data and information from the three communities utilizing established reporting mechanisms, and facilitate the identification and subsequent contracting and supervision of international expertise needed in collaboration with the CTO.
4. Continue the dissemination of the CBT toolkit developed in the previous phase. This involves engaging with the Ministries of Tourism as well as hotel and tourism associations in the region to raise awareness and foster knowledge sharing via webinars; stimulate the use of the CBT enterprise handbook via business plan competitions organized with other partners (eg: national and regional academic institutions including The University of West Indies); facilitate understanding of the consumer research using various communication channels and mediums;
5. Report on progress and lessons learnt, and disseminate knowledge including the results of the pilot project focused on the use of mobile technology to increase revenues for MSMEs being financed by RG-T3338;
6. Optimise sustainability by providing support to local governance mechanisms of CBT and integrating sustainability in the training and capacity building efforts.

Deliverables and Payments timeline:

The consultant will undertake and submit the following deliverables:

1. Workplan for the consultancy with timeline of activities.
2. Monitoring and Evaluation system design and implemented building on the quarterly reports submitted by cluster manager
3. Governance mechanisms established to ensure sustainability in the three countries
4. Workshops implemented involving the 13 beneficiary countries to disseminate knowledge and lessons learnt with final report

Payment (% total)	Deliverables Completed	Deadline from signature of contract
25	Workplan	15 days
25	Monitoring and Evaluation system	16 weeks
25	Governance mechanisms	20 weeks
25	Workshops with final report	24 weeks

What you’ll need:

Citizenship: You are a citizen of one of IDBs 48-member countries or any of the six OECS beneficiary countries of Compete Caribbean.

Consanguinity: You have no family members (up to fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB Group.

Education: Master’s Degree or higher in International Development, Marketing, Business Management, Tourism Studies; Agricultural Sciences and/or related fields.

Experience: At least 10 years of experience working in project management with clear evidence of expertise in facilitating diverse groups of stakeholders to achieve common goals. Knowledge and understanding of the tourism and agriculture sectors, and related experience working in the Caribbean would be an asset.

Languages: Must be fluent in written and spoken English.

⁸ <https://competecaribbean.org/wp-content/uploads/2019/11/Consumer-Research.pdf>

Core and Technical Competencies: The consultant must have experience in the development of management information systems to facilitate identification of needs among diverse stakeholders and ensure buy-in along the way. Strong leadership capacity and expertise in change management.

Opportunity Summary:

- Type of contract and modality: Products and External Services (PEC) contractual, Lump Sum
- Length of contract: The first draft of the CDP is typically completed within 8 weeks and the final within 12 but the contract will be open for 6-8 Months in case of any restrictions related to the Corona virus.
- Starting date: April 21st, 2021.
- Location: Dominica
- Responsible person: The consultancy will be supervised by the Team Leader, Kayla Grant, IFD/CTI at The Inter-American Development Bank, and coordinated by Annie Bertrand, Compete Caribbean's Coordinator for Productivity, and Innovation in the Private Sector. On a day-to-day basis, the Consulting Firm will follow the guidance of the Regional Technical Advisor appointed by the Caribbean Tourism Organisation (CTO).

Our culture: Our people are committed and passionate about improving lives in Latin-America and the Caribbean, and they get to do what they love in a diverse, collaborative and stimulating work environment. We are the first Latin American and Caribbean development institution to be awarded the EDGE certification, recognizing our strong commitment to gender equality. As an employee you can be part of internal resource groups that connect our diverse community around common interests.

Because we are committed to providing equal opportunities in employment, we embrace diversity based on gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, and religion. We encourage women, Afro-descendants and persons of indigenous origins to apply.

About us: At the IDB, we're committed to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

Our team in Human Resources carefully reviews all applications.