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**DB Reference N°:** IDB-P937739-03/22

**Country:** Regional - Latin America and The Caribbean

**Institution:** Inter-American Development Bank

**Sector:** Information and Communications Technology

**Deadline:** 2022-03-22T00:00:00.00-04:00

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**Loan N°./Financing:** ATN/OC-19077-RG

**Project:** Promoting Digital Technologies for the LAC Creative Industries

**Title:** The objective of this consultancy is to design and test the Creative Tech Lab (CTL) 2.0, an IDB initiative to support the collaboration between creative industries and entrepreneurship and innovation ecosystem in LAC.

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**Borrower/Bid No:**

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# REQUEST FOR EXPRESSIONS OF INTEREST

# CONSULTING SERVICES

**Selection # as assigned by e-Tool:** RG-T3974

**Selection Method**: Simple Competitive Method

**Country**: *Regional*

**Sector**: Competitiveness, Technology, and Innovation

**Funding – TC #:** ATN/OC-19077-RG

**Project #:** *RG-T3974*

**TC name***:* Promoting Digital Technologies for the LAC Creative Industries

**Description of Services:** The objective of this consultancy is to design and test the Creative Tech Lab (CTL) 2.0, an IDB initiative to support the collaboration between creative industries and entrepreneurship and innovation ecosystem in LAC.

**Link to TC document:** https://www.iadb.org/en/project/RG-T3974

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://beoprocurement.iadb.org/home) by: **March 22, 5:00 P.M.** (Washington D.C. Time).

The consulting services ("the Services") include the design and testing of the Creative Tech Lab (CTL) 2.0, an IDB initiative to support the collaboration between creative industries and entrepreneurship and innovation ecosystem in LAC.

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: *Matteo Grazzi, matteog@iadb.org*

Inter-American Development Bank

Division: Competitiveness, Technology, and Innovation

Attn: *Matteo Grazzi, Team Leader*

1300 New York Ave, NW, Washington DC 20577, USA Tel:
*(202) 942-8235*

E-mail: *matteog@iadb.org*

Web site: www.iadb.org

**DRAFT Summary of Terms of Reference**

*Subject to Change

## 1. Background and Justification

1. While the cultural and creative industries (CCIs) have been an important long-standing contributor to national and global economies, it is largely made up of micro, small and mediumsized companies and self-employed workers, many of which are informal. The pandemic, which heavily restricted the free movement of people,[1] increased the vulnerability of creative entrepreneurs, especially women whose burden of care and other responsibilities grew.[2] Furthermore, COVID-19 has accelerated the adoption of digital technology amongst consumers presenting creative entrepreneurs with a plethora of new digital tools and methods to increase their productivity and support the creativity and innovation process. Yet many are unable to effectively utilize digital technologies to innovate and compete in markets. There is a lack of knowledge on the available digital tools in the market and how to effectively adapt them for addressing challenges faced by CCIs (such as monetizing creative content) and for introducing innovation in processes, products, services, and marketing of CCI firms (for instance issuing nonfungible tokens for digital products such as art or music). These gaps require interventions that will sensitize and actively engage creatives in the development of digital innovations to not only recover from this unprecedented crisis but to take advantage of the new opportunities presented by digital technologies.
2. The IDB's Creative Tech Lab (CTL) seeks to close the aforementioned gaps and to support creative firms in realizing the full potential of digital technology for the creative industries. The CTL is a methodology for an open collaboration tool that brings together diverse individuals interested in designing the future of the creative industries. It exposes creative entrepreneurs to digital technologies available for generating and improving sustainable revenue flows. The CTL supports innovation and entrepreneurship ecosystems by: (i) getting the right people together (such as artists, technologists, entrepreneurs, investors, policymakers, influencers and civic leaders) in order to; (ii) collaborate, experiment, and prototype innovative solutions that; (iii) solve problems faced by the creative industries in order to; (iv) grow creative enterprises (i.e., creating new, innovative outputs and improving productivity and growth amongst creative entrepreneurs and creative firms). Participants engage in hands on training, exploration, and development of innovative digital technology such as web-based applications, blockchain technology, artificial intelligence, and virtual reality. Implementing the CTL exposes creative artists to new technologies that will enhance the competitiveness of their creative -business model through technological adoption. These shifts in perception can inspire the development of new creative outputs that drive revenue and growth opportunities.
3. The CTL has been piloted in Jamaica (2019), Haiti (2020), and Trinidad and Tobago (2021). The CTL has been an effective mechanism for the matchmaking of technologists (in the local ecosystem and in the diaspora) to creative entrepreneurs to address key challenges that affect their vulnerability. A key lesson learned from the pilot implementations is the need to support firms in moving from the ideation stage to the stage of getting their products in the market. Other needs that have been expressed include mentorship or financial support in testing and further developing prototypes and building a viable business model that can generate revenue.

5. Considering the prior, the IDB has approved the technical cooperation RG-T3974, which- aims to strengthen the regional entrepreneurial and innovation ecosystem for supporting the development of innovative digital technological solutions for the creative industries. As such, the project supports an update of the CTL methodology to address these lessons learned as well as build the capacity of Latin American and Caribbean public and private institutions in order to expand its reach and impact by supporting innovation and entrepreneurship in countries that have expressed a demand for utilizing and implementing this tool to foster the competitiveness of the local CCIs. Ultimately, the CTL aims to expand the use and adoption of digital technology by the creative industries in LAC through the promotion of profitable business models that utilize innovations and technologies that result in added value and increased competitiveness of creative entrepreneurs operating in the creative economy.

## 2. Objectives

• The objective of this consultancy is to design and test an extension of the CTL methodology (entitled CTL 2.0) and to support its expansion and reach across the LAC region.

## 3. Scope of Services

1. The expected outcome of this consultancy is the creation of a virtual space for open innovation and collaboration to take place amongst designers, technologists, and creative persons in order to provide advisory support to participants to expand the use of existing innovative digital technologies. It is expected that the digital technologies utilized by the creative industries will improve and develop new monetization avenues that add value and competitiveness to LAC's creative economy.
2. The consulting firm will develop a toolkit describing the CTL 2.0 methodology for strengthening the innovation and entrepreneurship ecosystem for CCIs with a specific focus on incubation and acceleration support to finalists in receiving further support to pilot/implement their solutions and connect with actors that can support their scale-up.

   It is expected that at least three public and private entrepreneurship support institutions build their capacity to support CCI firms through the CTL 2.0 methodology. t

## 4. Key Activities

1. **Work Plan and Coordination:** The Consulting Firm will carry out the activities described hereunder and any other activities necessary to accomplish the stated objectives of the consultancy assignment. The main tasks/activities are described below:
    1. Review past project documents (including the Creative Technology Workshop toolkit, publications, etc.) to develop an understanding of the scope and objectives of the project.
    2. Conduct an analytical review of global best practices of incubation and acceleration support mechanisms that support the development of cultural and creative start-ups, differentiated by sub-sectors of activity.
    3. Hold discussions with the IDB project team to discuss project objectives, approach, expected outputs and outcome, and any other issues related to the execution of the consultancy.
    4. Develop a work plan to guide the schedule of the consultancy activities.
    5. Provide permanent status updates (at least twice a month) on the progress of implementation. Hold virtual meetings as necessary to discuss issues.
    6. Meet and develop partnerships with key stakeholders to (i) develop an in-depth understanding of the existing innovation ecosystem, digital skills capacities, broadband provision and access, and the creative industry and (ii) to connect these key actors in the ecosystem to the participants of the CTL. This includes speaking with existing incubators, accelerators, business support organizations, universities, etc.

2. **Methodological Design of CTL 2.0:** Design an updated methodological approach to the CTL which takes into consideration lessons learned, particularly that of incorporating an incubation and acceleration phase into the methodology.

3. **Handholding to Test the CTL:** In collaboration with the IDB and selected local partners who may have existing and complementary support programs, test the implementation of the CTL 2.0 in selected LAC countries.

5. **Capacity Building and Knowledge Transfer:** Design and deliver a gender sensitized training of trainers' program that will equip at least three public and/or private sector entrepreneur support institutions in implementing the CTL 2.0 methodology thus expanding the reach of the program. Provide hand holding sessions throughout the consultancy to these institutions in order to build their capacity for replicating and adapting the CTL methodology.

6. **CTL 2.0 Toolkit:** The consultancy will capture the lessons learned from the testing of the CTL 2.0 methodology to update an existing toolkit with an action plan and guidance for other institutions to replicate the CTL 2.0 to support creative firms to develop and implement digital technologies that lead to innovative business models that improve their revenue streams.
    1. Finalize an online toolkit with resources and materials for replicating the methodology.
    2. Provide recommendations on incubator programs and other technical assistance support that can be provided to selected finalists.