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## REGIONAL

# Communications Campaign for Youth Participation

(RG-T1850)

## PLAN OF OPERATIONS

This document was prepared by the project team consisting of: Isabel M. Alvarez (IMG/DVL) and Sigrid Vivo (SCL/SPH) Project Team Leaders, Elena Suarez, (IMG/DVL); Fabian Koss (IMG/DVL), Jose Luis Lobera (IMG/VIS), Maritza Vela, (FOMIN); Alejandro de la Torre (INE/TSP); Kai Hertz, (VPC/GCM) and Javier Jimenez Mosquera, (LEG/SGO)

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## **BASIC SOCIOECONOMIC DATA**

For regional basic socioeconomic data listed by country, including public debt information, please refer to the following address:

<http://www.iadb.org/Research/LatinMacroWatch/CountryTable.cfm?lang=en>

## **INFORMATION AVAILABLE IN THE FILES OF IMG/DVL**

### **PREPARATION:**

- List of KPR funded projects related to youth development
- List of FOMIN funded projects related to youth development
- List of Bank operations from the last 3 years related to youth development
- List of 33 initiatives selected through RG-T1653 as innovative or promising projects on youth development in the LAC region.

### **EXECUTION:**

- MTV Contract
- Execution reports

## **ABBREVIATIONS**

ESR	Environmental and Social Impact Review
IMG/DVL	Information Management Division/Development Communication Unit
KPR	Korean Poverty Reduction
LAC	Latin America and the Caribbean
MTV-LA	Music Television Channel-Latin America
NGOS	Non Governmental Organizations
SCL/SPH	Social Sector/Social Protection and Health Division
VPC/GCM	Vice presidency for Countries-Grants and Co financing Management

**PLAN OF OPERATIONS**  
**Communications Campaign for Youth Participation**  
**(RG-T1850)**

**EXECUTIVE SUMMARY**

<b>Beneficiary:</b>	Latin American and Caribbean Governments, NGO's and Private sector youth service providers		
<b>Team Leader/Members</b>	This document was prepared by the project team consisting of: Isabel M. Alvarez (IMG/DVL) and Sigrid Vivo (SCL/SPH) Project Team Leaders, Elena Suarez, (IMG/DVL); Fabian Koss (IMG/DVL), Jose Luis Lobera (IMG/VIS), Maritza Vela, (FOMIN); Alejandro de la Torre (INE/TSP); Kai Hertz, (VPC/GCM) and Javier Jimenez Mosquera, (LEG/SGO)		
<b>Executing agency:</b>	IDB		
<b>Target Beneficiaries:</b>	Young people (ages 15 to 30 yrs) and youth serving organizations.		
<b>Financing:</b>	IDB (KPR-nonreimbursable-)	US\$	200,000.
	Total:	US\$	200,000.
<b>Objectives:</b>	The overall objective is to use communications to <b>raise awareness</b> of key stake holders and young people on the importance of investing in youth as a means to reduce poverty and advance development in the LAC region. Within this context, the program seeks to: (a) <b>facilitate dialogues on poverty reduction</b> that encompass key issues affecting youth and showcase the positive role many young people play daily in their communities; (b) <b>promote key knowledge products</b> related to poverty, social and health that affect young people; and (c) <b>provide a platform</b> where young protagonists can connect through service, information exchange, and promote youth participation that will influence their transition to adulthood into responsible and engaged citizens.		
<b>Execution timetable:</b>	Execution Period: 12 months Disbursement Period: 18 months		
<b>Special contractual conditions:</b>	None.		

**Exceptions to  
Bank Policies and  
Procedures:**

None.

**Environmental  
and social review:**

The Environmental and Social Impact Review Secretariat (ESR) reviewed and cleared the project profile on 8 April 2010, confirming the operation's classification as category "C."

**Coordination with  
Other Donors and  
International  
organizations:**

The project is being developed and implemented with the collaboration of ASHOKA Youth Venture, an international nongovernmental institution focused on promoting the participation of social entrepreneurs to alleviate social and economic issues that affect them directly. Youth Venture is the section within ASHOKA that supports young social entrepreneurs worldwide.

## **I. BACKGROUND AND JUSTIFICATION**

- 1.1 Forty percent of the Latin American and Caribbean (LAC) population is under 30 years old. Of which, 41% live under the poverty line (58 million) and 21.2 million are considered to live in extreme poverty. According to the World Bank's Development Report of 2007, the number of young people in LAC is peaking and or will peak in the next 10-15 years. Large numbers of young people present a tremendous opportunity to accelerate development: the potential demographic dividend from having a larger working-age population and fewer dependants can be significant. However, the dividend depends on the successful transition of young people into adulthood, and more and more LAC youth are finding this transition to be especially challenging. A recent report by the World Bank puts the numbers of at-risk youth at a staggering 32% of 12- to 24-year-olds (approximately 50 million), with "at-risk" defined as suffering the consequences of at least one kind of risky behavior.<sup>1</sup> The costs of risky behavior among young people are potentially very high. The World Bank estimates that risky youth behavior depresses economic growth in Latin America by up to 2% per year.
- 1.2 The future of the region has never before been so heavily dependent on a single generation. The vast majority of these young people will grow up during a time of social, economic, technological, and political changes that will affect them profoundly. Such changes and the vast youth population will have far-reaching implications for governments, economies, communities, and the environment. While promising efforts are being made to form stable democracies, cohesive and equitable societies, promote free market economies, reduce morbidity and mortality, and conserve the environment, these advances cannot be sustained without the full participation of youth as capable stakeholders and stewards.
- 1.3 The future rests in the hands of the next generation, but unlike past generations, the "next generation" is not waiting for adulthood to shape their world. Today, many young people across Latin America and the Caribbean are taking charge, becoming primary social actors to determine the future of their schools, communities, countries and regions. They are determined to be active members of their societies and have proven that with some support and the opportunity to be engaged, they can and are making a difference in their communities.
- 1.4 These young agents of change are positive role models that need to be recognized to serve as peers that can encourage more youth to be active and engaged in their communities. Youth need to know that they are valued as members of society, that their contributions are appreciated and are making a real impact on development. This message needs to be repeated on several opportunities and by different media to reach more young citizens to validate their contributions to have a multiplying effect that would encourage more youth to participate in the development process and poverty reduction of their countries.

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<sup>1</sup> Cunningham et al. (2008)

- 1.5 There is also a significant group of young people that are at risk of missing on opportunities to contribute and engage in their communities in part due to lack of information and limited knowledge of local social networks. To facilitate their participation and growth and support their potential to grow up to be responsible, capable and engaged citizens, an extra effort need to be done to disseminate, in innovative or creative ways, the information on local opportunities, programs and youth leaders that can influence in a positive way their peers.

## **II. PROGRAM DESCRIPTION**

### **A. Program and purpose**

- 2.1 The project has two components with several activities: (1) MTV-Latin America Youth Dialogue and Knowledge Product Dissemination Program, (2) Online-off air youth participation platform and knowledge sharing platform.

### **B. Component MTV Program**

- 2.2 In 2007 the Bank established a partnership with MTV Latin America to launch a communication and knowledge product dissemination campaign to highlight the positive role that young people play in their communities. Out of that partnership, Youth as Agents of Change was created, a campaign designed to be a participatory initiative with youth sharing their experiences and knowledge that induced change in their communities.
- 2.3 It was also designed to showcase young people from a positive angle since most of the time when youth are portrayed in the media it is highlighting only negative behaviors. The Bank's youth program and MTV were aware that there were many youth contributing in their communities that did not make it into the daily news reports, so the focus of Youth as Agents of Change was to provide a platform where youth contributions could be showcased. The initiative has been very successful in presenting youth leaders, promoting youth exchanges, raising awareness, and disseminating knowledge base products which have been posted online and others filmed and aired on MTV-LA and on BIDtv partner stations.
- 2.4 This new TV program will be produced to expand on the successful experience of Agents of Change, involving an open space for young people to discuss, expose, experience, test and analyze their ideas regarding the most pressing social issues that Latin America is facing today, such as employment, education, poverty reduction, climate change, and road safety, among others. It will capitalize on youth participation to call more youth to action, to highlight their contributions, their ideas, and that youth are key partners for development now, not in the future.
- 2.5 The TV program will consist of a hosted Magazine style show (different segments) with a host and a live audience addressing a variety of social topics related to youth. The stage will have a mobile set that allows the program to be hosted in different places in Latin America. Each program will last 1 hour and the goal is to have 6 programs of which this



project will finance 4 episodes focused on Bank priority issues: education, sports for development, healthy lifestyles, road safety, climate change, and the first job.

- 2.6 The TV program will have fixed segments, recurring segments, and special segments that will be combined with an on line promotional campaign targeting youth in Latin America and the Caribbean.

The fixed segments are:

- Special Guests: celebrities, dignitaries, and experts who have become household names.
- “Eight Days” reality documentary, in which a special reporter will live eight days experiencing a challenging circumstance affecting many young people today. . This segment will show, for example, eight days without water, looking for the first job, drug prevention, etc
- Information clips: a one minute clip explaining the cause and consequences of a social issues with graphics, pictures, visual material to present the issue, for example climate change.
- Agents of Change: showcasing youth-led projects making positive changes in their communities.
- Mini discussion Forum: where the live audience can have a dialogue about specific social topics with a facilitator that can manage an engaging conversation; and a live audience participation. Also, the debates will start on-line before the show is taped, and continue on-line (Web based) for a period of time.

- 2.7 All topics will have formal editorial content where the Bank will contribute, while maintaining MTV’s youth friendly angle and production style.
- 2.8 Some episodes will have recurring segments. The content of these segments will be the following: (a) Main social questions to the youth to be posted on line and the answers presented on TV. (b) First job challenge, follow a group of recent college graduates who are seeking their new jobs, until everyone finds a job. (c) Information clips, presenting tips and information to help youth participate more effectively and to contribute to resolve different social issues. (d) Special news report, presenting accurate information of social issues in Latin America.
- 2.9 The one hour TV program -45 minutes on air time- will air during MTV-LA prime time at least three times during a month period. These programs have the possibility of reaching 21 million households via three localized feeds including MTV North (Mexico), MTV Central America, Colombia, Venezuela, Chile, Ecuador, Bolivia, Peru, and The Caribbean; and MTV South (Argentina, Paraguay and Uruguay). Additionally, each episode will air on MTV Tr3s, which reaches 38 million households in the USA. After the shows air on MTV the Bank can distribute them to other media partners and BIDtv partner stations.

- 2.10 Results of programs and activities focused on youth development that have been previously financed by the KPR Fund will be evaluated to be highlighted on the TV programs and the Internet.

**C. Component 2. On-line promotional campaigns**

- 2.11 An on-line platform within MTVLA.com will be developed to interact in different ways with the audience while the TV program is on and off the air: (a) The TV program will make a “call to action” to increase the on-line participation of youth and direct them to the website; (b) A variety of resources will be posted every week helping young people to become agents of change; and (c) Blogs and chats will be available to address specific issues and challenges related to the issues being discussed and to facilitate the participation of experts that can share their knowledge with the audience.
- 2.12 Knowledge Platform for Youth: The core element of this component will be to post knowledge products aimed at further building the capacities of youth leaders or NGOs involved in addressing youth issues in the Region. These products will complement the audio-video material produced with MTV.
- 2.13 The contribution of the donor and Bank will be recognized prominently in all project products and activities carried out during project implementation.

**D. Expected outputs / outcomes**

- 2.14 As a result of the above activities, the following *outputs* will be generated:
- Four (4) TV programs of 1 hour each to be aired at least 3 times within a month period. (One program each month repeated at least 3 times)
  - Special Website with a variety of tools and opportunities for young people to increase their knowledge and to participate in local activities.
  - Material that serves as input for other Bank activities such as programmatic or policy dialogues.
  - Dissemination of knowledge products that provide the opportunity for youth leaders and NGOs to expand the developmental impact of their programs / activities.
- 2.15 It is expected that these products or interventions will generate the following *outcomes*:
- Raise awareness of the importance of youth as an asset for socio-economic development.
  - Increase the capacity of young people and/or organizations that utilize the information provided for their program development and implementation.
  - Demonstrate to different stakeholders of society (and youth themselves) opportunities available to contribute in their community.

- Induce/expand opportunities for community based development options with and for youth.

- 2.16 The acquisition contracting of goods and services as well as the contracting of individual consultancy services or firms will be follow applicable Bank policies and procedures as stipulated in the documents GN-2349-7 and GN-2350-7.

### III. BUDGET

#### A. Description and composition of financing

- 3.1 The total cost of the operation is US\$200,000 to be financed with resources of the Korean Poverty Reduction Fund (KPR) on a non-reimbursable basis.

Categories	KPR
MTV Set TV Production	155,000
Online platform and Capacity building materials	40,000
Contingencies	5,000
Total USD	200,000

### IV. EXECUTING AGENCY AND MECHANISM

#### A. Executing Agency

- 4.1 The project will be executed by the Bank, through the SCL/SPH division, in partnership with IMG/DVL unit that coordinates the Bank's Youth Development Program, IDB YOUTH and the Development Communication Program (DEVCOM).

#### B. Executing mechanism

- 4.2 IMG/DVL will conduct monitoring, contracting, disbursements, and supervision of the consulting firm. IMG/DVL will review and approve the proposed work program presented by MTV-LA.

#### C. Program implementation mechanism

- 4.3 The program is ready for implementation.

#### D. Execution period and disbursement schedule

- 4.4 The execution period for the technical cooperation project will be 12 months, and the deadline for the last disbursement will be 18 months from the date of approval of this operation.

**E. Procurement**

- 4.5 The Bank will procure the goods, services and consulting services required by the Project in accordance with Bank policies contained in documents GN -2349-7 and GN-2350-7, respectively, using the procurement methods indicated in the attached Procurement Plan (Annex III).
- 4.6 It is proposed that the single-source selection (SSS) method is used to hire the services of MTV Latin America in light that MTV Latin America is the number one cable TV channel among 14 to 30 year-olds, and its website ranks No. 1 in the region, averaging 16.5 million hits per month. MTV is a key player in the region thus ensuring a far reaching campaign. No other communications company has the outreach capacity and youth appeal in the Region as MTVLA. It is within this context, that it is recommended that MTV LA be contracted by using the SSS method for the amount specified in this technical cooperation. This type of partnership with MTV ensures a high impact and youth targeted campaign that reaches our key audiences with the right messages and approaches. The hiring of MTV Latin America on a direct basis is consistent with the provision set forth in paragraph 3.10(c) of document GN-2350-7.

**V. MONITORING AND EVALUATION**

**A. Monitoring**

- 5.1 Monitoring of the program outputs will be conducted by IMG/DVL and SCL/SPH against the terms of reference of the consulting firm. The monitoring of the program production and website development and maintenance will be under the responsibility of IMG/DVL.

**B. Technical and basic responsibility**

- 5.2 SCL/SPH and IMG/DVL will share the technical responsibility for the project. Basic responsibility will be with IMG/DVL, including contracting and disbursements.

**C. Progress and final reports**

- 5.3 A progress report on the TV show's ratings and Website usage and media reports will be issued by MTV-LA. As well, a final report and the media products produced will be provided following the completion of the project.

## **VI. PROGRAM BENEFITS AND RISKS**

### **A. Program benefits and developmental impact**

- 6.1 This program is expected to provide the Bank high visibility of its youth development work and long term engagement in youth as partners for development. As a regional leader in youth development with a large lending portfolio in this area, the Bank is strategically positioned to share lessons learned, recent data, events and activities as well as mobilizing key partners with relevant information that can be disseminated and utilized by youth, youth organizations, and governments in the region. Additionally, the project will support our governments' efforts that are seeking innovative approaches to youth development through programs and interventions that are effectively reaching youth as partners and preventing at risk behaviors.

### **B. Target beneficiaries**

- 6.2 The primary target beneficiaries of this program are young people in the LAC Region. Secondary beneficiaries include youth organizations, NGOs, and local governments providing youth services in the Region. Finally, this program will support collaboration and knowledge sharing between the Bank, and the other multilateral agencies such as UNESCO, ILO, OAS, PAHO, UNFPA, UNICEF, CEPAL, OIJ which have been partners in past initiatives such as RG-T1653 and who have expressed interest in continuing to collaborate, share lessons learned and disseminate information.

### **C. Risks**

- 6.3 Challenging aspects of this project are for the most part logistical to coordinate travel and production in the cities where the shows will be filmed and projects that will be featured as models are selected. Another challenge is the production and population of the Website with relevant social, economic, and development data in a way that appeals to young people and youth organizations. Therefore the producers are designing the look and feel as well as the program content with youth as their primary target audience. To mitigate both risks the Bank is proposing to do advance interviews, select celebrities and personalities, and do a premier presentation to a small test group to evaluate young people's response to the program. Corrections and edits can be done if needed and recommended by the test group.

## **VII. ENVIRONMENTAL AND SOCIAL ASPECTS**

### **A. Date of ESR review**

- 7.1 The Environmental and Social Impact Review Secretariat (ESR) reviewed and cleared the project profile on 8 April 2010, confirming the operation's classification as category "C."

### **B. Measures taken to avoid negative social and environmental impacts**

- 7.2 The present project will have no effect on environmental conditions in the region. In terms of social impact, it is expected that the project activities will raise awareness on the importance of investing in young people to contribute in preventing youth risky behavior and facilitate opportunities of participation at the local level. In accordance with the Safeguard Policy Filter Report (2010-000105\_SSF-1), the project will not require complementary social and environmental actions. Similarly, according to the Safeguard Screening Form (2010-000105\_SSF), this technical cooperation operation was classified as a category "C" project.

## ANNEX I

**Results Matrix for RG-T1850**  
**Communications Campaign for Youth Participation**

	<b>Expected Results</b>	<b>Results Indicators</b>	<b>Indicator Information Sources</b>
<b>Outputs<sup>1</sup></b>	Identify projects or programs that are youth led or youth focused in the topics of climate change; sports for development; road safety; youth employment and which can serve as catalyst for youth / youth NGOs.	Number of youth led or youth focused Bank financed projects are identified to be featured in MTV Set. (At least 15 projects)	IDB Korean Funds database of financed projects.  IDB Youth Fund financed projects.  IDB YOUTH Networks of young leaders' database.
	Produce four TV programs (episodes) of one hour each about poverty reduction and the role of young people in development highlighting the topics mentioned above.	Number of times the episodes air on MTV-LA and MTV Tr3s and other IDB TV partner channels.	Ratings report produced by MTV.  Programming logs.  Distribution reports.
	Creation of a youth friendly Website with knowledge products for youth leaders and NGOs	Monitoring of Website traffic.  Number of registered users and repeat visitors.  Number of documents-publications downloaded.	Web trends software.  Visitor logs.  Relevant publications to be uploaded to the site.

<sup>1</sup> OUTPUTS: The project's deliverables or Outputs (goods and services) the executing agency is required to produce or provide in accordance with the contract. These Outputs are preferably expressed as completed work (systems installed, people trained, etc.)

<b>Outcome<sup>2</sup></b>	Increased awareness throughout the region of the Bank's work for youth and of young people's contributions to development resulting in more youth participating in their communities.	Number of communications received from the region requesting information on Bank's programs for youth.	IDB YOUTH Program and Network database increase in members and communications.
<p><b>Lessons learned:</b></p> <p>The implementation of Youth as Agents of Change (ATN/FT-9881-RG) demonstrated the high reach that MTV-LA has with youth ages 15 to 27 through the TV Channel and Online. The objective was to showcase young people contributing to their communities' improvement given that most of the time the media showcases youth from a negative perspective. When the call to youth was issued, more than 7,000 young people responded sharing their stories of change. From all the respondents, 25 youth were selected and became "stars" because of their good work and local contributions. Youth as Agents of Change and the Bank were featured in MTV-LA, newspapers, websites and TV stations in 20 countries of the region. This experience demonstrates the impact and advocacy potential well targeted audio-visual communication and awareness raising materials can have. The products to be produced by this project intend to build upon the design and content features of previous success stories.</p> <p>Since youth is also a stage in a person's life, new youth leaders need to have a safe space to emerge and to be supported, with this new project a new cohort of young leaders will be reached and will have access to tools, knowledge products and relevant information to be more effective in their programs. Studies have shown that when young people have access to the right information, meaningful opportunities to contribute, and the support of at least one adult or mentor, they can develop their potential and become fully responsible and engaged citizens in the long term.</p>			

<sup>2</sup> OUTCOMES: (Short and Medium Term): Objective (hypothesis) that represents the main effect or Outcome to be achieved as a result of using the Output by project beneficiaries. A project generally has only one Purpose.



## ANNEX II

PRODUCTION DETAILED  
BUDGET MTV SET

MTV Supervising Producer: NICOLAS CHAUSOVSKY  
MTV Production Management: PAOLA CARABELLI

USD

## MTV EXPENSES

Production crew						\$	2,000
Talent						\$	20,000
Graphics Package						\$	2,000
Online platform						\$	40,000
Travel and living						\$	7,500
<b>TOTAL MTV</b>						\$	<b>71,500</b>

## PRODUCTION EXPENSES

Production crew						\$	25,000
Tech Crew						\$	4,900
Post production Crew						\$	6,600
Tech Equipment						\$	12,200
Post Production - Edit						\$	11,400
Production Expenses						\$	5,000
Overhead and miscellaneous costs						\$	3,100
Travel & Living						\$	39,050
Production Fee (15%)						\$	16,088
<b>TOTAL Production</b>						\$	<b>123,338</b>

## SUB TOTAL MTV + Production

\$ 194,838

## CONTINGENCY

\$ 5,162

## TOTAL BUDGET in usd

\$ 200,000

## BUDGET ASSUMPTIONS:

budget in usd dollars /rate \$3,92 pesos = \$1 usd dollar

4 monthly shows 1 hour each

5 months production budget

1 reporter - 1 host

MTV Expenses+ Production Company Expenses

Video Format\_ XD CAM

## MTV EXPENSES

PRODUCTION CREW							
DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX		TOTAL
Supervising producer	1	4	500	2,000	0	\$	2,000
<b>TOTAL PRODUCTION STAFF</b>						\$	<b>2,000</b>

## TALENT

DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX		TOTAL
Host	1	4	3,500	14,000	0	\$	14,000
Reporter	1	4	1,500	6,000	0	\$	6,000
<b>TOTAL CAST / TALENT</b>						\$	<b>20,000</b>

## GRAPHIC PACKAGE

DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX		TOTAL
Graphics Package	1	4	2,000	2,000	0	\$	2,000
<b>TOTAL GRAPHICS</b>						\$	<b>2,000</b>

## ONLINE PLATFORM

DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX		TOTAL
Capacity and building materials	1	4	5000	20000	0	\$	20,000
Call to action- development- maintainance	1	4	5000	20000	1	\$	20,000
<b>TOTAL online</b>						\$	<b>40,000</b>

## Travel, Lodging and Perdiem for supervising producer for MTV

DESCRIPTION	NO.	# OF days	RATE	SUBTOTAL	TAX		TOTAL
Travel (Air tickets, ground transportation)	1	6	500	3000	0	\$	3,000
Lodging (accomodation, meals)	1	33	50	1650		\$	1,650
Per diem	1	33	50	1650		\$	1,650
Assist card	1	3	400	1200		\$	1,200
<b>TOTAL TRAVEL AND LIVING</b>						\$	<b>7,500</b>

## TOTAL MTV EXPENSES

\$ 71,500

PRODUCTION EXPENSES							
PRODUCTION CREW							
DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX	TOTAL	
Executive producer	1	4	1,658	6,633	0 \$	6,633	
Script coordinator	1	4	1,020	4,082	0 \$	4,082	
Production coordinator	1	4	1,020	4,082	0 \$	4,082	
Field Producer	1	4	765	3,061	0 \$	3,061	
Production Assistant	1	4	638	2,551	0 \$	2,551	
Local producers	3	1	1,531	4,592	0 \$	4,592	
TOTAL PRODUCTION STAFF					\$	25,000	
TECH CREW							
DESCRIPTION	NO.	# OF days	RATE	SUBTOTAL	TAX	TOTAL	
Photography Director	1	35	100	3,500	0 \$	3,500	
Gaffer	1	20	65	1,300	0 \$	1,300	
TOTAL TECH CREW					\$	4,900	
POST PRODUCTION CREW							
DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX	TOTAL	
Editor	1	4	1,500	6,000	0 \$	6,000	
Musician	1	4	150	600	0 \$	600	
TOTAL POST PRODUCTION					\$	6,600	
TECH EQUIPMENT							
DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX	TOTAL	
Camera + audio rental + tapes	1	4	2,700	10,800	0 \$	10,800	
Lighting Package	1	4	350	1,400	0 \$	1,400	
TOTAL TECH EQUIPMENT					\$	12,200	
POST PRODUCTION - EDIT							
DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX	TOTAL	
Edit Package AVID SUITE rental	1	4	2,500	10,000	0 \$	10,000	
Postproduction Audio	1	4	350	1,400	0 \$	1,400	
TOTAL POST PRODUCTION EDIT					\$	11,400	
PRODUCTION EXPENSES							
DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX	TOTAL	
Set & props	1	1	4,000	4,000	0 \$	4,000	
Location permits	1	4	250	1,000	0 \$	1,000	
TOTAL					\$	5,000	
Overhead & Other Misc. Costs							
DESCRIPTION	NO.	# OF SHOWS	RATE	SUBTOTAL	TAX	TOTAL	
Office Rental	1	4	250	1,000	0 \$	1,000	
Office Supplies	1	4	80	320	0 \$	320	
Telephone-incl celular	1	4	200	800	0 \$	800	
Shipping	1	1	80	80	0 \$	80	
Luggage	1	4	100	400	0 \$	400	
Legal + Insurance	1	1	500	500	0 \$	500	
TOTAL OVERHEAD & OTHER MISC. COSTS					\$	3,100	
Travel, Lodging and Perdiem for production crew & hosts							
DESCRIPTION	NO.crew	# days	RATE	SUBTOTAL	TAX	TOTAL	
TRAVEL (airplane tickets)							
Crew + Host + Reporter	8	6	500	24,000	0 \$	24,000	
LODGING							
Crew + Host + Reporter	7	33	50	11,550	0 \$	11,550	
PERDIEM							
Crew + Host + Reporter	6	10	50	2,000	0 \$	2,000	
TRAVEL / TRANSPORTATION							
Van rental	1	10	150	1,500	0 \$	1,500	
TOTAL TRAVEL AND LIVING					\$	39,050	
SUB TOTAL BUDGET					\$	107,250	
production fee (15%)					\$	16,088	
TOTAL PRODUCTION EXPENSES					\$	123,338	

## Annex III

## PLAN DE ADQUISICIONES DEL PROGRAMA

Información General

**País:** Regional

**Prestatario:** N/A

**Ejecutor:** IADB

**Nombre del Proyecto:** Communication Campaign for Youth Communication

**Números del Proyecto y del Contrato de Préstamo:** RG-T1850

**Breve descripción de los objetivos y componentes del Proyecto:** The overall objective is to use communications to **raise awareness** of key stake holders and young people on the importance of investing in youth as a means to reduce poverty and advance development in the LAC region. Within this context, the program seeks to: (a) **facilitate dialogues on poverty reduction** that encompass key issues affecting youth and showcase the positive role many young people play daily in their communities; (b) **promote key knowledge products** related to poverty, social and health that affect young people; and (c) **provide a platform** where young protagonists can connect through service, information exchange, and promote youth participation that will influence their transition to adulthood into responsible and engaged citizens

**Fecha de aprobación del Proyecto por el Directorio Ejecutivo:** Pending

**Fecha de firma del Contrato de Préstamo:** Pending

**Fecha estimada para el último desembolso:** Pending

**A) Introducción**

Las contrataciones para el proyecto propuesto se llevarán a cabo de acuerdo con las *“Políticas para la Adquisición de Obras y Bienes Financiados por el Banco Interamericano de Desarrollo” (GN-2349-7)*, de julio de 2006, y con las *“Políticas para la Selección y Contratación de Consultores Financiados por el Banco Interamericano de Desarrollo” (GN-2350-7)* de julio de 2006, y con lo establecido en el Contrato de Préstamo y el presente Plan de Adquisiciones.

**B) El Plan de Adquisiciones**

El Plan de Adquisiciones del Programa que el periodo completo de ejecución.. El Plan, cuyo resumen se incluye como Apéndice 1, indica para cada contrato o grupo de contratos el procedimiento de adquisición de bienes o de contratación de obras o servicios o métodos de selección de consultores, los casos que requieren precalificación, los costos estimados de cada contrato o grupo de contratos, el requerimiento de revisión ex-ante o ex-post por parte del Banco y las fechas estimadas de publicación de los avisos específicos de adquisiciones y de terminación de los contratos contemplados en este proyecto. El Plan de Adquisiciones detallado está disponible en la página Internet del Banco: Información de Adquisiciones de Proyecto

**C) Adquisiciones para el Proyecto**

A continuación se describen en forma general las adquisiciones a realizarse para el proyecto propuesto.

**Adquisición de Obras:** N/A

**Adquisición de Bienes:** N/A

**Adquisición de Servicios Diferentes a Consultoría:** N/A.

**Adquisición de Servicios de Consultoría:**

The Bank will proceed with the method of *direct contract* with MTV Latin America, the number one cable TV channel among 14 to 30 year-olds, and their website ranks No. 1 in the region, averaging 16.5 million hits per month. MTV is a key player in the region thus ensuring a far reaching campaign. No other communications company has the outreach capacity and youth appeal in the Region as MTVLA. It is within this context, that it is recommended that MTV LA be contracted directly for the amount specified in this technical cooperation.

This type of partnership with MTV ensures a high impact and youth targeted campaign that reaches our key audiences with the right messages and approaches

**Costos Operativos:** N/A.

**Contratación Anticipada y Financiamiento Retroactivo:** N/A.

**D) Revisión por parte del Banco de las Decisiones en Materia de Contrataciones:** N/A

**E) Preferencia Nacional:** N/A

## Apéndice 1

### Plan de Adquisiciones<sup>1</sup>

**País:** Regional

**Ejecutor:** IADB

**Proyecto:** Communication Campaign for Youth Communication

**Números del Proyecto y del Contrato de Préstamo<sup>2</sup>:** RG-T1850:

**Breve descripción de los objetivos y componentes del Proyecto:** The overall objective is to use communications to **raise awareness** of key stake holders and young people on the importance of investing in youth as a means to reduce poverty and advance development in the LAC region. Within this context, the program seeks to: (a) **facilitate dialogues on poverty reduction** that encompass key issues affecting youth and showcase the positive role many young people play daily in their communities; (b) **promote key knowledge products** related to poverty, social and health that affect young people; and (c) **provide a platform** where young protagonists can connect through service, information exchange, and promote youth participation that will influence their transition to adulthood into responsible and engaged citizens

**Fecha de aprobación del Proyecto:** Pending

**Fecha de firma del Contrato de Préstamo:** N/A

**Fecha estimada para el último desembolso:** Pending

**Dirección de la Oficina Ejecutora Responsable del Plan de Adquisiciones:** IADB; 1300 New York Avenue, NW; Washington DC 20577.

<sup>1</sup> Se deben incluir todos los contratos del proyecto aún si no son financiados por el Banco e indicando quién los financia.

<sup>2</sup> El número de Contrato de Préstamo debe ser incluido en cuanto haya sido asignado.

**Proyecto:**

**Números del Proyecto RG-T1850 y del Contrato de Préstamo \_\_\_\_\_  
Período comprendido para este Plan de Adquisiciones: Desde agosto. 2010 hasta agosto 2011**

No. de referencia	Categoría y Descripción del Contrato de Adquisiciones	Costo Estimado de la Adquisición (US\$ Miles)	Método de Adquisición <sup>3</sup>	Revisión (ex-ante ó ex-post)	Fuente de Financiamiento y Porcentaje		Precalificación (Si/No)	Fechas Estimadas		Status (Pendiente, en proceso, adjudicado, cancelado)	Comentarios
					BID %	Local / Otro %		Publicación Anuncio Especifico de Adquisición	Terminación Contrato		
1.	Servicios de Consultoría										
o	Consultoría 1 Communication and knowledge product dissemination campaign to be conducted by MTV	US\$195,000	SD	N/A	100%		N/A	N/A	08/2011	Pending	
o											

<sup>3</sup> **Bienes y Obras:** **LPI:** Licitación Pública Internacional; **LIL:** Licitación Internacional Limitada; **LPN:** Licitación Pública Nacional; **CP:** Comparación de Precios; **CD:** Contratación Directa; **AD:** Administración Directa; **CAE:** Contrataciones a través de Agencias Especializadas; **AC:** Agencias de Contrataciones; **AI:** Agencias de Inspección; **CPIF:** Contrataciones en Préstamos a Intermediarios Financieros; **CPO/COT/CPOT:** Construcción-propiedad-operación/ Construcción-operación- transferencia/ Construcción-propiedad-operación-transferencia (del inglés BOO/BOT/BOOT); **CBD:** Contratación Basada en el Menor Costo; **SBCC:** Selección Basada en las Calificaciones de los Consultores; **SD:** Selección Directa. **PSC:** Participación de la Comunidad en las Contrataciones. **Firmas Consultoras:** **SBCC:** Selección Basada en el Menor Costo; **SCC:** Selección Basada en las Calificaciones de los Consultores; **SD:** Selección Directa. **Consultores Individuales:** **CCIN:** Selección basada en la Comparación de Calificaciones Consultor Individual Nacional; **CCIH:** Selección basada en la Comparación de Calificaciones Consultor Individual Internacional

## **Capacidad del Ejecutor y Supervisión de las Adquisiciones por Parte del Banco**

### **Evaluación de la Capacidad de la Agencia para implementar las Adquisiciones**

N/A.

### **Frecuencia de Supervisión de las Adquisiciones**

N/A

**TERMS OF REFERENCE FOR MTV LATIN AMERICA**  
**Communications Campaign for Youth Participation**  
**RG-T1850**

**I. Background**

- 1.1 About forty percent of the Latin American and Caribbean (LAC) population is under 30 years old. Of which, 41% live under the poverty line (58 million) and 21.2 million are considered to live in extreme poverty. According to the World Bank's Development Report of 2007, the number of young people in LAC is peaking and or will peak in the next 10-15 years. Large numbers of young people present a tremendous opportunity to accelerate development: the potential demographic dividend from having a larger working-age population and fewer dependants can be significant. However, the dividend depends on the successful transition of young people into adulthood, and more and more LAC youth are finding this transition to be especially challenging. A recent report by the World Bank puts the numbers of at-risk youth at a staggering 32% of 12- to 24-year-olds (approximately 50 million), with "at-risk" defined as suffering the consequences of at least one kind of risky behavior.<sup>1</sup> The costs of risky behavior among young people are potentially very high. The World Bank estimates that risky youth behavior depresses economic growth in Latin America by up to 2% per year.
- 1.2 The future of the region has never before been so heavily dependent on a single generation. The vast majority of these young people will grow up during a time of social, economic, technological, and political changes that will affect them profoundly. Such changes and the vast youth population will have far-reaching implications for governments, economies, communities, and the environment. While promising efforts are being made to form stable democracies, cohesive and equitable societies, promote free market economies, reduce morbidity and mortality, and conserve the environment, these advances cannot be sustained without the full participation of youth as capable stakeholders and stewards.
- 1.3 These young agents of change are positive role models that need to be recognized to serve as peers that can encourage more youth to be active and engaged in their communities. Youth need to know that they are valued as members of society, that their contributions are appreciated and are making a real impact on development. This message needs to be repeated on several opportunities and by different media, to reach more young citizens, to validate their contributions, to have a multiplying effect that would encourage more youth to participate in the development process and poverty reduction of their countries.
- 1.4 There is also a significant group of young people that are at risk of missing on opportunities to contribute and engage in their communities in part due to lack of information and limited knowledge. To facilitate their participation and growth and support their ability to grow up to be responsible, capable and engaged citizens, an extra

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<sup>1</sup> Cunningham et al. (2008)



effort needs to be done to disseminate the information on local opportunities, programs and youth leaders that can influence in a positive way their peers.

## II. Objective

- 2.1 The overall objective of this project is to use communication to **raise awareness** of key stakeholders and young people on the importance of investing in youth as a means to reduce poverty and advance development in the LAC region. Within this context, the program seeks to: (a) **facilitate dialogues on poverty reduction** that encompass key issues affecting youth and showcase the positive role many young people play daily in their communities; (b) **promote key knowledge products** related to poverty reduction, social and health issues that affect young people; and (c) **provide a platform** where young protagonists can find information about learning events and volunteer opportunities information exchange, and promote more youth participation that will influence their transition to adulthood into responsible and engaged citizens.
- 2.2 The specific objective of this consultancy is to produce a youth friendly TV Series/program and Website that developed together will be the main communication tools to reach the project's objectives.

## III. Main Tasks

- 3.1 The project has two main components with several activities: (1) Production of a TV Series by MTV-Latin America that will facilitate and showcase Youth Dialogue and Knowledge Products Dissemination, (2) Production and development of online-off air youth participation platform (dedicated website) within MTVLA.com.

### A. Component 1. MTV Program

- 3.2 MTV Latin America will produce a new TV program with an open space style for young people to discuss, expose, experience, test and analyze their ideas regarding the most pressing social issues that Latin America is facing today, such as employment, education, climate change/environment, and poverty reduction, among others.
- 3.3 The TV program will consist of a Magazine style show with a host and a live audience addressing a variety of social topics related to youth. Each program will last 1 hour (45 minutes of on air time). MTV will produce 4 episodes focused on Bank priority issues: education, employment, healthy lifestyles, road safety, climate change, and sports for development.
- 3.4 The episodes will have *fixed segments*, *recurring segments*, and *special segments* that will be combined with an online promotional campaign targeting youth in Latin America.
- 3.5 The *fixed segments* are:
  - Special Guests: experts, dignitaries and celebrities who have become household names due to their philanthropic work.
  - "Eight Days" reality documentary, in which a special reporter will live eight days experiencing a challenging circumstance affecting many young people today. This

segment will show, for example, eight days without tap/running water, looking for the first job, drug prevention, etc.

- Information clips: a one minute clip explaining with graphics, pictures, and visual material the causes and consequences of a development challenge or social issue and within the priority areas mentioned in paragraph 3.3.
- Agents of Change: showcasing youth-led projects making positive changes in their communities.
- Mini discussion Forum: where the live audience can have a dialogue about specific issues with a facilitator that can manage an engaging conversation, and live audience participation.

- 3.6 The *recurring segments* will be in some of the programs. The content of these segments could include: (a) *Main social question* to the youth to be posted online and presented on TV. (b) *First job challenge* follow a group of recent college graduates who are seeking their new jobs. (c) *Information clips*, explaining tips to participate and contribute to resolve different social and developmental issues. (d) *Special news* report, presenting accurate information of social and developmental issues in Latin America.
- 3.7 The 1 hour TV program -45 minutes on air time- will air during MTV-LA primetime at least three times during a one month period. Additionally, each episode will air on MTV Tr3s, which reaches 38 million households in the USA. After the premier on MTV channels, the program will be transferred to the Bank rights free to air on BID-TV and other media partners. These programs will have the potential of reaching 21 million households via three localized feeds including MTV North (Mexico), MTV Central America, Colombia, Venezuela, Chile, Ecuador, Bolivia, Peru, and The Caribbean; and MTV South (Argentina, Paraguay and Uruguay).
- 3.8 MTV-LA producers will propose the segments that each episode will have and which subsequently will be presented within a *production plan* for Bank approval. Efforts shall be made to incorporate results of programs and activities that have been financed by the Korean Poverty Reduction Fund and other Bank projects focusing youth development, to determine if these can be highlighted on the on air TV programs and/or on the Website. The Bank will support the producers when necessary to strengthen the technical content of the shows to ensure relevant data is considered and disseminated. The MTV producers will ensure that the program and site have a youth friendly angle and appeal to the target audience.
- 3.9 The program will be filmed using the same look and feel with a mobile or portable set that is simple, compact and easy to be installed. The set will change its location on each episode and will visit different cities in the region. The cities will be proposed by MTV producers and approved by the Bank.
- 3.10 The producers will plan and propose to the Bank the best time to begin the show on air with the ideal time frame during Fall of 2010. The Bank's logo and the Korean Flag will be prominently displayed and recognized as partners on all project products: video, online, media kits, giveaways, events, presentations and all printed materials.

## **B. Component 2. On-line promotional campaigns**

- 3.11 An on-line platform within MTVLA.com will be developed to interact with the audience while the TV program is on and off the air: (a) The TV program will make a “call to action” to increase the on-line participation of youth and direct them to the website; (b) A variety of resources will be posted every week helping young people to become agents of change; and (c) Blogs and chats will be available to address specific issues and challenges related to the issues being discussed and to facilitate the participation of experts that can share their knowledge with the audience.
- 3.12 The core element of this component will be to post knowledge products (Knowledge Platform for Youth) aimed at further building the capacities of youth leaders or NGOs involved in addressing youth issues in the Region. Entering the site, users will have access to information, reference materials, and tools to contribute to young people’s abilities to be Agents of Change in their communities.
- 3.13 The website will also host previous episodes to watch them again and will have additional exclusive content to extend the experience and exchange. By combining social media with the TV Shows, the debates will start on-line before the show airs, and continue on-line (Web based) for a period of time.
- 3.14 The Bank will provide contacts, information, reference materials and electronic publications to help populate the site. MTV will also populate the site with materials and information either produced by them or by others to which they have access.

## **C. Expected outputs / outcomes**

- 3.15 As a result of the above activities, the following *outputs* will be generated:
- Four (4) TV programs of 1 hour each to be aired at least 3 times within a month period. (One program each month repeated on air at least 3 times)
  - Special Website with a variety of tools and opportunities for young people to increase their knowledge and to participate in local activities.
  - Material that serves as input for other Bank activities such as programmatic or policy dialogues.
  - Dissemination of knowledge products that provide the opportunity for youth leaders and NGOs to expand the developmental impact of their programs / activities.
- 3.16 It is expected that these products or interventions will generate the following *outcomes*:
- Raise awareness of the importance of youth as an asset for socio-economic development and poverty reduction.
  - Increase the capacity of young people and/or organizations that take advantage of the information provided.
  - Demonstrate to different stakeholders of society (and youth themselves) opportunities available to contribute in their community.
  - Induce/expand opportunities for community based development options with and for

youth.

#### **IV. Reports and Final Products**

- 4.1 Initial report. MTVLA must submit a work schedule within 10 days after signature of the contract and which shall include the draft *production plan* for the 4 episodes as mentioned in paragraph 3.8. To that effect, the Bank will facilitate information on the projects and available products that may form part of the episodes to be developed.
- 4.2 Progress report. An update report must be submitted within one month of the TV show and website are on air. The report must include rating information during different air times. Number of users of the website, site unique visitors, report of document downloads. MTVLA must inform the Bank concerning progress on its work, for discussion and approval.
- 4.3 Final report. MTVLA must submit the finished TV Shows produced and the Website created within twelve (12) months following the Bank's approval with a final media report. This media report shall include the following main chapters: (1) executive summary, (2) Description of the 4 episodes produced (3) the website and its usage, (4) description of dissemination activities of the knowledge products generated, (5) main stories.
- 4.4 MTV debe entregar al banco una copia internacional sin títulos, con audios separados y de alta calidad para *broadcast*, en cualquiera de los siguientes formatos: Betacam SP, DVCAM, o en disco duro en caso de que haya sido grabado en alta definición).

#### **V. Supervision and Length of Assignment**

- 5.1 MTV-LA will work under the supervision of Isabel Alvarez-R. in the Office of External Relations. The estimated timeframe for this consultancy is 12 months as of the date of contract signature and 18 months for disbursements.

#### **VI. Budget**

- 6.1 The total contract amount is us\$ 200,000 to be disbursed as follows: (1) First payment of 50% within 15 days as of contract signature to hire additional dedicated staff, build website, and begin filming and production, (2) Second payment of 30% upon Bank approval of website design and content, (3) Final payment of 20% upon delivery to the Bank of all TV material produced and final report of show ratings.

## **Mendoza Centellas, Mariana Beatriz**

---

**From:** Hertz, Kai  
**Sent:** Monday, September 13, 2010 11:23 AM  
**To:** Mendoza Centellas, Mariana Beatriz; Caicedo S., M. Felipe  
**Subject:** FW: RG-T1850 Revised version of the Plan of Operations

Ref RG-T1850

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**From:** Alvarez-Rodriguez, Isabel M.  
**Sent:** Thursday, September 09, 2010 4:44 PM  
**To:** Buchara, Diego Sebastian  
**Cc:** Jimenez Mosquera, Javier I.; Hertz, Kai  
**Subject:** RE: RG-T1850 Revised version of the Plan of Operations

Estimado Diego,

Mil gracias. He aceptado todos los cambios. Me están arreglando el documento y en cuanto esté formateado lo subimos a IDBDocs.

Sí, el Fondo Coreano está muy interesado en visibilizar el trabajo que ellos ha estado haciendo con juventud por lo que aprobaron el financiamiento para esta TC. Te adjunto el memorando.

De nuevo gracias,

Isabel



KPRFundCertificatio  
n.pdf

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**From:** Buchara, Diego Sebastian  
**Sent:** Thursday, September 09, 2010 4:10 PM  
**To:** Alvarez-Rodriguez, Isabel M.  
**Cc:** Jimenez Mosquera, Javier I.  
**Subject:** RG-T1850 Revised version of the Plan of Operations

Estimada Isabel,

Adjunto al presente el Plan de Operaciones con mis recomendaciones en control de cambios y un párrafo marcado en amarillo habida cuenta que entendería que su contenido está desactualizado. A su vez, asumo que la razón por la cual el Banco es el organismo ejecutor del programa deviene por el hecho de que se trata de una operación de cooperación técnica regional sin que haya en la región una entidad que tenga el conocimiento técnico y operativo para efectos de su implementación. Finalmente, entendería que han verificado y cerciorado de que las actividades propuestas son consistentes con los parámetros y criterios establecidos en el convenio por medio del cual se establece el Fondo Coreano para la Reducción de la Pobreza y que el gobierno de Corea sea directa o indirectamente ha manifestado su conformidad a los términos de la operación propuesta.

Estoy a tus órdenes en caso de tener alguna pregunta o consulta adicional al respecto.

Muchas gracias y saludos,

Diego

<< File: IDBDOCS-#35344147-v1-Revised\_version\_with\_LEG\_Comments.DOCX >>

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**From:** Alvarez-Rodriguez, Isabel M.  
**Sent:** Thursday, September 09, 2010 10:33 AM  
**To:** Buchara, Diego Sebastian  
**Subject:** RG-T1850  
**Importance:** High

Diego,  
Escuché tu mensaje. Mil gracias.  
Te adjunto los documentos por si no los tienes. Estoy entrando a una reunión, te llamo cuando salga.  
Gracias,  
Isa  
<< Message: FW: RG-T1850 Communications Campaign for Youth Participation >>

Isabel M. Alvarez-Rodriguez  
Special Programs and Campaigns Officer  
Office of External Relations  
Inter-American Development Bank  
Washington, D.C. 20577  
1.202.623.1060  
[www.iadb.org](http://www.iadb.org)

## Caicedo S., M. Felipe

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**From:** Caicedo S., M. Felipe  
**Sent:** Wednesday, September 08, 2010 4:23 PM  
**To:** Caicedo S., M. Felipe  
**Subject:** FW: Cleared RG-T1850: Communications Campaign for Youth Participation

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**From:** ESRNET  
**Sent:** Wednesday, September 08, 2010 3:47 PM  
**To:** Vivo Guzman, Luisa Sigrid; Alvarez-Rodriguez, Isabel M.; Garabelli, Maria Luisa  
**Cc:** ESRNET  
**Subject:** Cleared RG-T1850: Communications Campaign for Youth Participation

Dear Team,

Project **RG-T1850** classified under category "C" has been cleared. No comments have been provided during this process. If you have any comments regarding this operation just let us know.

Best regards,  
ESRNET  
X1700

## SAFEGUARD POLICY FILTER REPORT

This Report provides guidance for project teams on safeguard policy triggers and should be attached as an annex to the PP or PCD (or equivalent) together with the Safeguard Screening Form, and sent to ESR.

1. Save as a Word document. 2. Enter additional information in the spaces provided, where applicable. 3. Save new changes.

<b>PROJECT DETAILS</b>	IDB Sector	[Not Set]
	Type of Operation	Technical Cooperation
	Additional Operation Details	
	Investment Checklist	Generic Checklist
	Team Leader	[Not Set]
	Project Title	Toolkit: Communications Campaign for Youth Participation
	Project Number	[Temporary Project]
	Safeguard Specialist(s)	Alvarez-Rodriguez, Isabel M. (ISABELA@iadb.org)
	Assessment Date	2010-04-08
	Additional Comments	

<b>SAFEGUARD POLICY FILTER RESULTS</b>	Type of Operation	[Not Set]	
	Safeguard Policy Items Identified (Yes)	No issues identified	
	Potential Safeguard Policy Items(?)	No potential issues identified	
	Recommended Action:	Operation has not triggered any Policy Directives. Complete Project Classification Tool. Submit Safeguard Policy Filter Report, PCD (or equivalent) and Safeguard Screening Form to ESR.	
	Additional Comments:		



<b>ASSESSOR DETAILS</b>	<b>Name of person who completed screening:</b>	Alvarez-Rodriguez, Isabel M. (ISABELA@iadb.org)
	<b>Title:</b>	
	<b>Date:</b>	2010-04-08

## SAFEGUARD SCREENING FORM

This Report provides a summary of the project classification process and is consistent with Safeguard Screening Form requirements. The printed Report should be attached as an annex to the PP or PCD (or equivalent) and sent to ESR.

1. Save as a Word document. 2. Enter additional information in the spaces provided, where applicable. 3. Save new changes.

<b>PROJECT DETAILS</b>	IDB Sector	[Not Set]
	Type of Operation	Technical Cooperation
	Additional Operation Details	
	Country	
	Project Status	
	Investment Checklist	Generic Checklist
	Team Leader	[Not Set]
	Project Title	Toolkit: Communications Campaign for Youth Participation
	Project Number	[Temporary Project]
	Safeguard Specialist(s)	Alvarez-Rodriguez, Isabel M. (ISABELA@iadb.org)
	Assessment Date	2010-04-08
	Additional Comments	

<b>PROJECT CLASSIFICATION SUMMARY</b>	Project Category: C	Override Rating:	Override Justification:
			Comments:
	Conditions/ Recommendations	<ul style="list-style-type: none"> <li>No environmental assessment studies or consultations are required for Category "C" operations.</li> <li>Some Category "C" operations may require specific safeguard or monitoring requirements (Policy Directive B.3). Where relevant, these operations will establish safeguard, or monitoring requirements to address environmental and other risks (social, disaster, cultural, health and safety etc.).</li> <li>The Project Team must send the PP or PCD (or equivalent) containing the Environmental and Social Strategy (the requirements for an ESS are described in the Environment Policy Guideline: Directive B.3) as well as the Safeguard Policy Filter and Safeguard Screening Form Reports.</li> </ul>	

<b>SUMMARY OF IMPACTS/RISKS AND POTENTIAL SOLUTIONS</b>	Identified Impacts/Risks	Potential Solutions
---	--------------------------	---------------------

<b>ASSESSOR DETAILS</b>	Name of person who completed screening:	Alvarez-Rodriguez, Isabel M. (ISABELA@iadb.org)
	Title:	
	Date:	2010-04-08

[Return to Agendas...](#)

INTER-AMERICAN DEVELOPMENT BANK

# MEMORANDUM

FILE CLASSIFICATION:

VPS/ESG AG 36-10

DATE: 9/6/2010

TO: See Distribution List\*

FROM: ESR Secretariat

SUBJECT: **Agenda for ESR 36-10**

All documents, unless otherwise noted, are distributed electronically. Please note that all SG loan operations that fall under the new project cycle will be marked in the Agenda with an asterix.

## I. Operations for Review

### 1. JA-L1012 - Agricultural Competitiveness Program

Category: B

New IDB Procedures: No

Comment: POD-QRR Deadline: Thu, Sep 9

Molina, Edwin Mateo, (876) 764-0824

Quiroga, Ricardo E., (202) 623-3159

Chavez, Elizabeth, (202) 623-3340

### 2. BR-T1166 - Support To The Urban mobility Strategy in Joao pessoa City

Category: C

New IDB Procedures: No

Comment: PO -QRR

Vicentini, Vera Lucia, (202) 623-1763

Iriarte, Sandra Johanna, (202) 623-3662

### 3. PE-T1225 - REDD pilot projects with local communities in the 3 regions of Peruvian Amazon

Category: C

New IDB Procedures: No

Comment: PO - QRR

Netto de A. C. Schneider, Maria E., (202) 623-2009

Shimizu, Tadashi, (202) 623-3452

Rivera, Giovanna, (202) 623-2120

### 4. CO-T1229 - National Plan for Freight Transport: NAMAs Pilot Study

Category: C

New IDB Procedures: No

Comment: PO-QRR

Vecco, Caterina, (202) 623-2460

Mahfouz, Giovanna, (202) 623-1954

Vicentini, Vera Lucia, (202) 623-1763

### 5. HO-S1020 - Productive and community-based activities in Brus Laguna & Juan Francisco Bulnes

Category: No category.

New IDB Procedures: No

Comment: C- PP

Tercero Gomez, Maria Gabriela, (202) 623-3785

Vivanco, Fermin, (202) 623-2912

6. GY-L1025 - Georgetown Sanitation Improvement Program

Category: B

New IDB Procedures: No

Comment: POD- QRR Deadline: Tuesday, Sep 7

Galaz, Yolanda, (202) 623-2841

Brackmann, Stefanie U. S., (202) 623-3385

Basani, Marcello, (592) 225-7950

7. Toolkit: Pro-Energy RS Generation an - Toolkit: Pro-Energy RS Generation an

Category: No category.

New IDB Procedures: No

Comment: B - PP Deadline: Mon, Sep 13

Felix-Filho, Jose Antonio, (202) 623-2256

Mazzola, Renato, (202) 623-3085

Larrea, Sylvia Virginia, (202) 623-2088

8. ME-L1086 - Program of Water, Sanitation and Hygiene in the Basic Education

Category: C

New IDB Procedures: No

Comment: POD-QRR Deadline: Fri, Sep 10

Cabrol, Marcelo E., (202) 623-2994

Cox, Claudia Y., (202) 623-1942

Uribe, Claudia, (525) 55141-2495

9. HO-S1018 - Rural Businesses and Community Development in Copán and Gracias a Dios and Copan

Category: No category.

New IDB Procedures: No

Comment: C-PP PENDIENTE!!!!!!!!!!!!

Tercero Gomez, Maria Gabriela, (202) 623-3785

Vivanco, Fermin, (202) 623-2912

Gomez Gavarrete, Gladis Morena, (504) 290-3537

10. CO-T1126 - Support to the Institutional Sthrengthening of the MAVDT in Climate Change

Category: C

New IDB Procedures: No

Comment: PO - QRR

Netto de A. C. Schneider, Maria E., (202) 623-2009

Arango, Francisco, N/A

11. RG-T1837 - Potential impact of Climate change in LAC Mountain forest ecosystems

Category: C

New IDB Procedures: No

Comment: PO-QRR

Grunwaldt, Alfred Hans, (202) 623-1895

Uribe, Luis Martin, (502) 237-9933

12. BR-T1167 - Support Urban Sustainable Mobility Plan of the city of Rio de Janeiro

Category: C

New IDB Procedures: No

Comment: PO - QRR

Vicentini, Vera Lucia, (202) 623-1763

Vecco, Caterina, (202) 623-2460

13. AR-G1001 - Sustainable Use of Biogas from Agro Industrial and Solid Waste Applications

Category: No category.  
New IDB Procedures: No  
Comment: C-PIF  
Gischler Blanco, Christiaan , (202) 623-3411  
Ordonez, Jorge Andres , (202) 623-3187

14. GU-L1052 - Su Hogar En Progreso  
Category: No category.  
New IDB Procedures: No  
Comment: B-13 - PP Deadline: Mon, Sep 13  
Mejia, Francisco J. , (202) 623-3532  
Vaz Rodrigues, Gabriela , (202) 623-3845

15. PE-L1078 - Program for the Reform of the Social Sectors II

Category: C  
New IDB Procedures: No  
Comment: POD-QRR Deadline: Wed, Sep 8  
Mac Arthur, Ian William , (51) 1-2157807  
Pevero, Claudia Elena , (202) 623-1960

16. RG-T1820 - Strategy to increase agricultural production using satelital information

Category: No category.  
New IDB Procedures: No  
Comment: C - Profile  
Reyna, Patricia , (202) 623-1618  
Angelelli, Pablo Javier , (598) 2-9154330

17. AR-T1063 - Buenos Aires Sustainable Mobility Plan for Metropolitan Region of Bs. Aires

Category: C  
New IDB Procedures: No  
Comment: PO-QRR  
Mahfouz, Giovanna , (202) 623-1954  
Dei Castelli, Nicolas , N/A  
Vicentini, Vera Lucia , (202) 623-1763

## II. Operations Cleared

18. DR-M1029 - Extension of financial services to small enterprises

Comment: C- Memorandum  
Guevara, Patricia , (202) 623-3034  
Campero, Fernando , (202) 623-1512

19. RG-T1850 - Communications Campaign for Youth Participation

Comment: PO - QRR  
Vivo Guzman, Luisa Sigrid , (202) 623-3495  
Garabelli, Maria Luisa , (202) 623-1671  
Alvarez-Rodriguez, Isabel M. , (202) 623-1060

20. PE-L1087 - Integrated Financial Management Information System SIAF II

Comment: POD-QRR  
Pimenta, Carlos Cesar , (202) 623-1683  
Hoffman, Nathalie Alexandra , (202) 623-3522

21. CO-T1240 - Support to the design of the fiscal rule and the stabilization fund

Comment: C- KCP  
Galindo, Arturo Jose , (202) 623-2947

Castellani, Francesca, (571) 325-7045

22. HO-T1138 - Support to Civil Society Organization

Comment: C - Profile

Jarquin Ramos, Maria Jose, (504) 290-3507

Ladron de Guevara, Luz Melody, (202) 623-3420

23. RG-T1967 - Trust Fund Appointee - LULUCF

Comment: Trust Fund Appointee Program

Netto de A. C. Schneider, Maria E., (202) 623-2009

Rivera, Giovanna, (202) 623-2120

24. ME-L1094 - FINAE

Comment: POD

Monter Flores, Ernesto, (202) 623-1093

Zamora, Agustin H., (202) 623-1759

### III. Operations for Verification

No Projects Listed.

**Distribution List:**

**To:** Managers VPS  
Managers VPC  
ESR Secretariat  
Santiago Levy VPS/VPS  
Manager SCF

**CC:** Oradei, Nieves De Jesus (AURAO@iadb.org)  
ESR Reviewers  
Assigned Reviewers  
Legal  
PIC  
EVP  
Janine Ferretti, Chief VPS/ESG  
Cluster Leaders  
VPF

**REGIONAL**  
**COMMUNICATIONS CAMPAIGN FOR YOUTH PARTICIPATION**  
**(RG-T1850)**  
**PLAN OF OPERATIONS**  
**Quality and Risk Review (QRR) – Results and Procedure Report**

**A. QRR PROCESS**

The Plan of Operations and its corresponding Annexes were distributed for comments to the QRR on August 10, 2010. The document was sent to: Rosemary Haydee Jeronimides, Maria Florencia Attademo-Hirt; Carlos Herrera; Katharina Falkner-Olmedo; Carlos Hurtado; Dora Currea; Alicia Ritchie; Gina Montiel. Additionally, a copy was sent to: Luiz Ros; Country Representative List; Elizabeth Boggs Davidsen; Maria Marta Laurito; Kai Hertz; Avanelle McKenzie; Jonathan Paul Mann; Executive Vice-president; Office of the Vice President for Countries; Maria del Pilar Jimenez de Arechaga; Rahul Chandra Desai; Maria Lourdes Gallardo Montoya; Ana Luiza Goncalves Ferreira; Daneil Mauricio Granada Elvir; Johnny Jiron; Dana V. Martin; Brendan McNulty; Francisco J. Mejia; Gabriela Mera Pacheco; Susan M. Olsen; Ana Silva; Eliana Janeth Smith; Elizabeth Byrne Terry; Luisa Sigrid Vivo Guzman; Cathleen G Farrell; Elena M. Suarez; Ferdinando Regalia; Wadia Calcaneco Amar; Agustin H Zamora; Isabel M. Alvarez-Rodriguez, and Javier Jimenez Mosquera. Office of the Vice President, Sectors & Knowledge; and ESRNET. There only comment received as well as recommended next step, has been documented in this Results and Procedure Report. No meeting was requested to discuss either the document as a whole, or specific issues.

**B. UNRESOLVED ISSUES**

None

**C. COMMENTS**

<b>Name / Dept</b>	<b>Topic</b>	<b>Comments</b>	<b>Answers</b>
Maria Camila Padilla, Procurement Specialist (VPC/PDP)	Procurement	The process of direct hire of MTV has to be done through the e-sourcing platform. It is recommended that in the procurement plan, in the supervision method column, the e-sourcing or ex ante be stated since all direct hires have to be reviewed ex ante.	Agreed. The Team will incorporate this into the procurement plan as requested. We have invited Maria Camila Padilla (VPC/PDP) to join the Team.
ESRNET	ESR Classification and next steps	Project Classification: Category C ESG did not identify any obvious safeguards issues related to the operation. The operation is cleared.	The Team agrees.





MINISTRY OF STRATEGY  
AND FINANCE

**DATE : Mar. 15, 2010**

**TO:** Ms. Marguerite S. Berger,  
Unit Chief  
Grant and Co-financing Management Unit  
Inter-American Development Bank

**FROM:** Kangho Lee  
Director of International Financial Institutions Division

**SUBJECT:** the Korea Poverty Reduction Fund

In reply to your request dated March 11, 2010, I am pleased to inform you that the Ministry of Strategy and Finance has approved the proposals for the following projects to be financed by the Korea Poverty Reduction Fund.

Name of Technical Cooperation	TC Number	Amount (US\$)
Communications Campaign for Youth Participation	RG-T1850	200,000

Your sincerely,

A handwritten signature in black ink, appearing to be 'Kangho Lee', is written over a horizontal line.

Kangho Lee  
Director  
International Financial Institutions Division  
International Finance Bureau  
Ministry of Strategy and Finance  
Republic of Korea

## **Caicedo S., M. Felipe**

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**From:** Suarez, Elena M.  
**Sent:** Monday, March 15, 2010 2:26 PM  
**To:** Kang, Gi-Lyong; Alvarez-Rodriguez, Isabel M.; Koss, Fabian Andres; Vivo Guzman, Luisa Sigrid; Vela, Maritza; Hertz, Kai  
**Cc:** Berger, Marguerite S.; Koo, Yun Cheol; Rivera, Sonia M.; Calderon, M. Guadalupe; GCM Single Window; Coronado, America Guadalupe; Illescas, Maricarmen; Gorgani, David; Polo, Luis Felipe; Rispal, Philippe Pierre  
**Subject:** Re: Donor approval notice (RG-T1850, Communications Campaign for Youth Participation)

We are extremely grateful for this contribution. We will have the opportunity to reach many young people and highlight their contributions and the importance of investing in the youth sector.

With deep appreciation,

Elena Suarez

Chief, Special Programs (including IDB YOUTH)

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**From:** Kang, Gi-Lyong  
**To:** Alvarez-Rodriguez, Isabel M.; Koss, Fabian Andres; Suarez, Elena M.; Vivo Guzman, Luisa Sigrid; Vela, Maritza; Hertz, Kai  
**Cc:** Berger, Marguerite S.; Koo, Yun Cheol; Rivera, Sonia M.; Calderon, M. Guadalupe; GCM Single Window; Coronado, America Guadalupe; Illescas, Maricarmen; Gorgani, David  
**Sent:** Mon Mar 15 09:42:20 2010  
**Subject:** Donor approval notice (RG-T1850, Communications Campaign for Youth Participation)

Dear Project Teams,

I am so happy to inform you that your requests for KPR resources to finance the above-referenced TC projects were accepted by the Ministry of Strategy and Finance of Korea.

Please proceed to the next step, and I'll be glad to answer any questions in the meantime.

Best regards,

<<k100315 approval\_RG-T1850\_youth communications.pdf>> <<k100315 memo\_RG-T1850\_youth communications.doc>>

Joel

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**Gilyong "Joel" Kang**

Financial & Institutional Specialist

Korea Poverty Reduction Fund

Grants & Co-financing Management Unit (VPC/GCM)

Inter-American Development Bank (IDB)

1300 New York Avenue NW, Washington, DC 20577

Tel : (202) 623-1515 / Fax : (202) 623-3489

Mobile : (703) 303-6883

E-mail : [gilyongk@iadb.org](mailto:gilyongk@iadb.org)

<http://www.iadb.org/trustfunds>

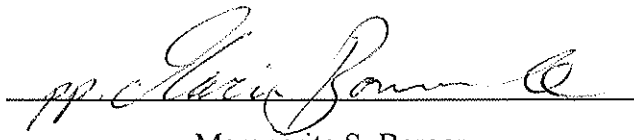
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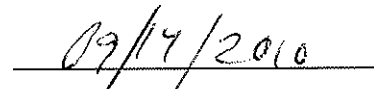
## COMMUNICATIONS CAMPAIGN FOR YOUTH PARTICIPATION

RG-T1850

### CERTIFICATION

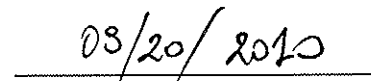
I hereby certify that this operation was approved for financing under the Korea Poverty Reduction Fund (KPR) through a communication dated on March 15, 2010 and signed by Kanghoo Lee, Director International Financial Institutions Division, International Finance Bureau of the Ministry of Strategy and Finance. Also, I certify that resources from the Korea Poverty Reduction Fund (KPR) are available for up to US\$200,000 in order to finance the activities described and budgeted in this document. This certification reserves resources for the referenced project for a period of six (6) calendar months counted from the date of signature below. If the project is not approved by the IDB within that period, the reserve of resources will be cancelled, except in the case a new certification is granted. The commitment and disbursement of these resources shall be made only by the Bank in US Dollars. The same currency shall be used to stipulate the remuneration and payments to consultants, except in the case of local consultants working in their own borrowing member country who shall have their remuneration defined and paid in the currency of such country. No resources of the Fund shall be made available to cover amounts greater than the amount certified herein above for the implementation of this Plan of Operations. Amounts greater than the certified amount may arise from commitments on contracts denominated in a currency other than the Fund currency, resulting in currency exchange rate differences, for which the Fund is not at risk.

  
Marguerite S. Berger  
Chief  
Grants and Cofinancing Management Unit  
VPC/GCM

  
Date

### APPROVAL

  
Ferdinando Regalia  
Division Chief  
Social Protection and Health Division  
SCL/SPH

  
Date