

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 Adquisiciones¹

País: Regional

Ejecutor: IADB

Proyecto: Communication Campaign for Youth Communication

Números del Proyecto y del Contrato de Préstamo²: 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.

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

² 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 ³	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											

³ **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.¹ 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

¹ 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.