**Selection process # GY-**

# **TERMS OF REFERENCE**

**Communications Consultant to the Department of Energy, Government of Guyana**

**GUYANA**

**GY-T1154 Strategic Communications & Knowledge Sharing Support for Guyana's nascent Oil & Gas Sector**

1. **Background and Justification**
   1. *The Inter-American Development Bank (IDB) was founded in 1959 and serves as the leading source of development financing for Latin American and the Caribbean (LAC). It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing countries. Since the foundation, the infrastructure and energy sector has been considered vital for economic growth and development in the region. Infrastructure is essential to modern daily life, and the provision of basic services would be impossible without reliable roads, water, and electricity. The IDBG has a large portfolio of operations in the water and sanitation, energy and transportation sectors across the region. Its reputation as an effective partner in the delivery of both infrastructure projects and a source for technical capacity at the sector level allows the IDBG to have a permanent and trustworthy dialogue with the Guyanese authorities.*
   2. *The IDB has worked both regionally and at a country level for many years on issues directly and indirectly related to the extractives sector, in recognition of the critical role of oil, gas and mining-related industries as drivers of economic and industrial development. More recently, Bank beneficiaries have requested that the institution engages more strategically and directly in support of investments in the sector, while continuing to emphasize in parallel the need for promoting broad-based economic development, transparency and accountability, benefit sharing, environmental sustainability, and community consultation, among other issues. These calls are part of a coalescing global movement, supported by civil society, investors and donors in favor of a broader good governance agenda in the sector: an agenda that draws from lessons-learned and knowledge exchanges and contributes to smarter and sustainable sector policy and practices.*
   3. *The development of natural resources has played a significant role in the performance of many regional economies. Extractive industries - when they are adequately managed - contribute to long term socioeconomic development (Venables, 2016). In the absence of sufficient legal and institutional capacity, however, the activities in the oil, gas and mining sector can trigger major social, environmental and economic risks for all stakeholders, including government, industry and civil society (Balza and Espinasa 2015; Kemp, Worden and Owen 2017; Brereton and Parmenter 2006).*
   4. *Oil, gas and mining in LAC account for approximately 4% of regional GDP and approximately 50% of total exports but conditions for natural resource development remain imperfect: countries continue exploring opportunities to strengthen the sector’s socioeconomic contribution and to mitigate potential negative socioenvironmental impacts.*
   5. *Latin America and the Caribbean (LAC) is the world's leading source of metals and its second most important source of oil. The development of LAC natural resources plays significant role in the performance of the regional economies. Still, experts and decision-makers still know surprisingly little about the precise channels through which extractive industries impact development outcomes (Manzano, 2014).*
   6. *Guyana has never been an oil producer, but in recent years ExxonMobil successfully drilled several deep-water exploration wells. The seafloor beneath Guyana’s coastal waters contains one of the largest oil discoveries in recent years, and these discoveries place Guyana among the top 40 reserve holders in the world. This has profound implications for the country’s economic development. If handled well, it could boost the overall standard of living for the country. If handled badly, it could make the current situation worse.*
   7. *Being new to the Oil and Gas (O&G) industry, Guyana is unprepared for the complexities and risks that lie ahead. This situation is understandable considering the novelty of the O&G industry in Guyana, and the consequent lack of experience, therefore much needs to be achieved rapidly to increase the chances of optimal outcomes for Guyana.*
   8. *The Government recently formed the Department of Energy (DOE) within the Ministry of the Presidency to overlook the Government’s interest in the Oil and Gas industry. This newly formed Department requires support as it improves its communication both internally and externally.*
2. **Objectives**

*The main objective of this consultancy will be to provide communications support to the Department of Energy in formulating and disseminating more and better information as it relates to it work. The communications consultant will provide support to help the DOE develop and implement its communications strategy and communication products to promote its work.*

1. **Key Activities**
   1. *Work closely with the DOE to determine their communication requirements and to provide strategic advice on communications*
   2. *Support the design and development of DOE’s communications strategy for internal and external communications and outreach.*
   3. *Conceptualize, design and develop communication products, including a web-site, printed materials, social media campaigns and other communication tools for the DOE*
   4. *Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders.*

*3.5 Provide internal media and communications related training*

*3.6 Any other communications activities which maybe required by the DOE*

1. **Expected Deliverables**

*In close coordination with the IDBG team, the consultancy firm shall prepare the following structure of deliverables:*

* 1. *Work plan which must include a detailed overview of key milestones as outlined in section*
  2. *A mid-term report which would include an analysis of the communication needs of the DOE and a detailed communications strategy identifying target groups, messages and media and timeframe for implementation*
  3. *A final report*

1. **Supervision and Reporting**
   1. *This consultancy will be under the supervision of Ramon Espinasa (*[*ramones@iadb.org*](mailto:ramones@iadb.org)*), Lenin H. Balza (*[*leninb@iadb.org)*](mailto:leninb@iadb.org))  *and Carlos Sucre (*[*csucre@iadb.org*](mailto:csucre@iadb.org)*)*
2. **Schedule of Payments**
   1. *Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advance payments under The Bank wishes to receive the most competitive cost proposal for the services described herein. All product must be deliverable*

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| **Payment Schedule** | |
| ***Deliverable*** | **%** |
| 1. Work Plan | 15% |
| 1. Mid-term report | 35% |
| 1. Final Report | 50% |
| **TOTAL** | 100% |

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