**ANNEX A**

**Regional**

**CCB/CCB**

**Creation of Instructional Tools for Cluster Development**

**TERMS OF REFERENCE**

Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing countries.

Caribbean firms tend to be micro or small, concentrated in the services sectors, mature in age, and nonexporters. Moreover, Caribbean firms tend to scale up less than in other countries, and tend to remain at the same size over time, while non-Caribbean firms typically grow by more than 100% during the same time horizon. Additionally, the level of innovative activity of the firms in the region is fairly low.

In this context, the Inter-American Development Bank (IDB) has partnered with the United Kingdom’s Department for International Development (DFID) and other funding institutions to establish a co-financing program called “The Compete Caribbean Partnership Facility” (GN-2851). The Facility aims to support the development of the region’s private sector by strengthening the private sector’s capacity to stimulate innovation and by concurrently addressing key constraints in the business climate. As such, the Facility is divided into two pillars. Pillar 1 supports productivity and innovation in firms through four (4) instruments: Clustering, Technology Extension Services, Entrepreneurship and Direct Support to Firms. Pillar 2 works with governments to enhance the environment in which firms invest and operate by stimulating public-private dialogue, providing technical assistance for regulatory and policy work as well as providing support for investment promotion agencies.

This consultancy is seeking an individual consultant to work directly under Pillar 1 of the Facility.

**Background**

The countries in the Caribbean share similar economic characteristics but the OECS islands remain the most vulnerable. Overall, firms are small and cannot produce scale in quantities required to make them competitive globally.

The Clustering methodology offers small and medium enterprises (SMEs) a viable pathway for accessing the international market by capitalising on the strength of networking and cooperation. Clustering offers many advantages including productivity increase, cost sharing, and business development. It can drive employment, higher exports, improve utilisation of resources and better quality products.

Cluster development is relatively high on the policy agenda of Compete Caribbean beneficiary countries, but the evaluation findings at the end of the first phase of regional clustering initiatives suggests that the capacity to facilitate cluster development in the region is low. The evaluation report recommended that in providing support to cluster initiatives, Compete Caribbean “*should aim to further involve national ministries and agencies responsible for cluster policy implementation and support in the delivery of the Cluster window*. *This would not only increase sustainability, but in would also enhance local-capacities in delivering support to clusters*.”

To better raise public awareness of the clustering methodology, deepen understanding of its benefits, uses, crosscutting themes and to increase sustainability, Compete Caribbean would like to produce a series of short educational videos and print materials that capture key concepts, best practices, necessary inputs and challenges as well as future direction for clustering in the Region. The videos will also capture the impact of Compete Caribbean’s work by highlighting success stories and lessons learnt of those who participated in cluster initiative during the previous phase. The purpose is to educate and better prepare private, NGO and government sector actors to work together in a constructive and productive manner.

**Consultancy objective(s)**

1. To produce a series of short videos and other educational tools on the clustering methodology with special focus on key concepts, best approaches, impact, cross cutting themes, industrial diversity, economic recovery, associated challenges and real regional success stories.

**Main activities**

The selected consultant will:

1. Develop the videos' content and scenario for approval from the Compete Caribbean Facility.
2. Develop the scripts and storyboard.
3. Provide narration.
4. Edit video content and script in tandem with the project team.
5. Interview selected persons for the video. These will include previous cluster project beneficiaries, local government officials, implementing partners and program staff of Compete Caribbean.
6. Visit project sites and interact with local communities impacted by Compete Caribbean Cluster projects to showcase and communicate context.
7. Produce final videos for live presentation (+/-20 minutes) and upload to social media platforms (facebook, website and twitter: split in short videos )
8. Identify other educational materials required and agree on content.

**Reports / Deliverables**

The individual will be required to submit the following deliverables:

1. **Work plan:** detailing timelines for key outputs and strategy for collecting and recording necessary data and footage. To be submitted no later than three (3) calendar days after signature of contract.
2. **Stakeholder Report:** conduct a series of meetings with key person for data collection and record footage. Desk review of conceptual information provided is also required. A final report outlining meeting dates, locations, duration, persons met, description of activities and research topics covered is required. Due no later than 20 business days after contract signature.
3. **Storyboard and Script**: to be submitted for comments and approval before production. To be submitted 15 business days after acceptance of Stakeholder Report.
4. **Draft Exhibition:** Present a draft of the knowledge depiction portion (definitions, key concepts, benefits etc) of the video to project team for feedback. Deliverable due no later than 15 business days after acceptance of Story Board and Script.
5. **Edited Exhibition**: Produce the edited videos that incorporates the feedback from draft exhibition and includes the footage of the recorded success stories.  Deliverable due no later than 15 business days after acceptance of Draft Exhibition.
6. **Final Product:** Produce relevant versions of the final videos for optimal live and web presentation no later than 7 business day **prior** to contract expiration date.
7. Design and print other educational tools agreed upon with the Compete Caribbean team

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. The final product and all information associated with its generation, which the consultant may come into contact with in the performance of his/her duties under this consultancy shame remain the property of the Compete Caribbean Partnership Facility who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used without out written permission of the Compete Caribbean Partnership Facility in line with the national and International Copyright Laws applicable.

**Payment Schedule**

The firm will be paid in accordance to the following schedule:

1. 10% upon submission and acceptance of the Work Plan.
2. 25% upon submission and acceptance of the Stake Holder Report
3. 10% upon submission and acceptance of Story Board and Script
4. 15% upon submission and acceptance of Draft Exhibition
5. 10% upon submission and acceptance of Edited Exhibition
6. 30% upon submission and acceptance of the Final Product

**Qualifications**

* *Academic Degree / Level & Years of Professional Work Experience:*

The consultant should possess at least five years of experience working in a media production related field. He/She should also have at least extensive experience in producing development work related material for international organisations with the aim of reach both local and international audiences. Additional experience in mass communications or development communication would be an asset.

* *Languages:*

Fluency in written and spoken English is required.

* *Areas of Expertise:*

Mass Communications, film production, development reporting.

* *Skills*:

The candidate should possess excellent technical capacities and state of the art filming equipment (preferably high definition) to ensure smooth and high quality production.

**Characteristics of the Consultancy**

* Consultancy category and modality: Products and External Services Contractual, Lump Sum
* Contract duration: *3 months from contract signature date*
* Place(s) of work: Consultant place of residence; CARICOM territories
* Division Leader or Coordinator: The technical responsibilities for this consultancy will be coordinated by Sylvia Dohnert, Private Sector Development Lead Specialist (CTI/CBA), Executive Director of Compete Caribbean.

**Payment and Conditions:** Compensation will be determined in accordance with Bank’s policies and procedures. In addition, candidates must be citizens of an IDB member country.

**Consanguinity:** Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuals, will not be eligible to provide services for the Bank.

**Diversity:** The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.