



JAMAICA: FOUNDATIONS FOR COMPETITIVENESS AND GROWTH PROJECT

Loan No.:9203-JM – Component 1

Assignment Title: Communication/PR Programme B – *Trading Across Borders, Construction Permits & Getting Electricity Indicator Areas*

Reference No. (as per Procurement Plan): FCG/AF/CON/02-0

TERMS OF REFERENCE

1. BACKGROUND

Country Background

In July 2018, Cabinet mandated the National Competitiveness Council (NCC) to drive the necessary initiatives and reforms to secure key Investment Climate Reforms. Based on the Cabinet’s mandate, the NCC updated the National Business Environment Reform Agenda (BERA), which outlines the strategic and transformational initiatives across government that are designed to address the issues affecting the business climate. The reforms seek to address both the cost of doing business with the Jamaican public sector but also the time it takes to complete a process – ultimately reflecting the amount of effort that has to be invested by a firm when trying to do business.

Current situation in the sector

Trading Across Borders reflects the efforts involved in importing and exporting items from Jamaica. The Trade Facilitation Agenda is guided by international commitments and obligations made to the World Trade Organisation, with interventions spanning over 20 Ministries and Agencies. The reforms are therefore generally geared at leveraging technology and using web-based portals to share information, introducing risk-management approaches to increase efficiencies, revision to the legislative framework and business process re-engineering.

Dealing with Construction Permits targets processes of securing permits and licences stemming from building and/or environment applications from investors, construction industry, or the general public. This indicator area is characterized by a high number of public sector stakeholders operating at various levels of Government, within the context of their own legislative framework, governance and business processes. Ultimately, the reforms for this area are guided by the strategic plan developed for the Development Approval Reform Programme (DARP). The reforms targeting this indicator area focus on the expansion of a major intervention with the Jamaica Development Applications Portal (JDAP) that places the application submission, processing and payment for building and environmental permits/licences online. Since its launch in 2020, JDAP has been severely underutilized and that may be a function of the fact that not many stakeholders are aware of its existence and benefits. Other reforms include the provision of equipment and software, business process re-engineering, development and promulgation of building codes, as well as development orders and legislative revisions.

Getting Electricity examines the time and cost required for securing new electrical connections for commercial buildings. Lengthy processing times remains a challenge, as there are not enough Government inspectors to process the number of applications received from the public in a timely fashion. The Government has sought to restructure the process through the introduction of a Government Electrical Regulator to replace the Government Electrical Inspectorate. The former is a new structure that will see many of the processes once owned by the Ministry being divested and taken over by the private sector, key among which includes the actual inspections. One major linchpin in this reform endeavour is the creation of an online platform to manage applications, processing and payments. In addition, the JPSCo will undertake its own internal revision of processes to improve operational efficiency.

Appendix 1 provides greater details of the reforms.

Project Description

The overall objective of the Foundations for Competitiveness and Growth Project (FCGP) is to strengthen the business environment in Jamaica for private sector investment by promoting broad-based private sector-led growth, improving the investment climate, modernizing infrastructure and logistics, as well as enhancing entrepreneurship and competitive industries.

Component 1 of the project, which is coordinated by JAMPRO, seeks to enhance competition in the business environment. The initiatives under the project are expected to strengthen the enabling environment for private sector competitiveness to help Jamaica unleash its potential for productivity and growth.

The Government successfully engaged the World Bank to extend and expand its 6-year US\$50 million loan facility called Foundation for Competitiveness and Growth Project (FCGP) to allow it to deepen the reform initiatives that had been supported under the Project. Approval was granted for the Additional Financing of US\$10 million from the World Bank and the Government committed to provide a further US\$5 million, thus providing a total of US\$15 million to support the various government entities implementation of investment climate reforms.

Implementation of the FCGP is expected to be concluded on March 31, 2024 based on the Additional Financing that has been approved by the World Bank and Government of Jamaica (GOJ) to implement critical investment climate reforms. The expected outcome of the expansion is the marked improvement in the business climate. The initiatives under the project are expected to strengthen the enabling environment for private sector competitiveness to help Jamaica unleash its potential for productivity and growth, including to improve the trade environment.

2. Objective(s) of the Assignment

The ***purpose*** of this contract is to increase public awareness of reforms that are planned as well as those that have been undertaken by the Government of Jamaica aimed at improving the business environment for private sector investment.

Additionally, the contract aims to increase awareness of the Government of Jamaica's (GOJ's) agenda to improve the country's business reforms among the general public, both local and international,

and thus generating tangible and measurable contribution to the economy in the form of signed MOUs and contracts outlining reform projects for the benefit of the private sector. This is to be done through the development and execution of a two-pronged communications plan that targets the main audience impacted by the business reforms as well as the wider public.

Results to be achieved:

- Comprehensive one-year Communications Plan developed to ensure greater public awareness of the following reform areas as they are implemented:
 - i. Trading Across Borders
 - ii. Dealing with Construction Permits
 - iii. Getting Electricity
- Collateral material for the reform areas designed and produced.
- Communication Plan implemented.
- Impact measured against targets and results from baseline survey (this will subsequently be validated by an independent entity).

3. Scope of Services, Tasks (Components) and Expected Deliverables

3.1 Undertake an internal/external Communication Audit to ascertain the scope of support required by the targeted reform areas and their implementing entities, taking into consideration any nuances in respect of gender¹. Essentially, the Contractor will establish a baseline for communications gaps and overlaps by assessing the country's current standing against comparable Caribbean countries and leading world economies. Specifically, the consultancy will require the:

- i. Analysis and assessment of the impact of previous endeavours and campaigns;
- ii. Review of existing lines of communication (personnel, processes & protocols);
- iii. Review of existing communication/visibility materials for each reform (inventory, audiences served, proven/perceived effectiveness);
- iv. Undertaking of comprehensive stakeholder mapping;
- v. Baseline survey among existing and potential users of the services;
- vi. Formative research among beneficiary partners as well as key internal and external stakeholders to ascertain the communications/PR needs for the reform areas (more details in Appendix 1); and

3.2 Development of a 12-month Communication Plan

Technical

- i. Define communications objectives
 - by audience (MDA, private sector investors, interest groups etc.);
 - by purpose/outcome (Information, Attitude & Behaviour/Action); and
 - performance indicators should be clearly defined and measurable to facilitate monitoring and evaluation of outcomes.

¹ The project is seeking to close the gender gap by making business environments more conducive for women-led businesses by supporting women's access to jobs, credit, and voice and agency are important for poverty and inequality reduction.

- ii. Using the baseline established by the communication audit, develop policies, procedures & protocols related to communications and public relations activities under this contract. The development of these policies and procedures should also be guided by consultations with the relevant stakeholders on institutional procedures ensuring inter alia, consistency of the messages being communicated – see Appendix 1 for an initial stakeholder listing.
- iii. Develop marketing communications strategies, campaigns, and initiatives, taking into account age and gender considerations, to educate and influence the public perception and understanding of the business reforms being implemented by the Government of Jamaica with the aid and for the benefit of private sector including:
 - digital and social media marketing strategies
 - creation of explainer and ‘how-to’ videos
 - creation of testimonial videos
 - planning and execution of targeted events (creating opportunities to liaise with
 - photo opportunities
 - use of electronic multimedia (including Radio, Television & Intelligent Multimedia)
 - use of print media
 - use of flyers, brochures, posters, banners, billboards and other memorabilia
- iv. Develop targeted information sessions including workshops, seminars, round table discussions and press conferences, taking into account gender considerations, in consultation with beneficiary partners and relevant stakeholders.
- v. Identify appropriate mechanisms for effective monitoring and evaluation, which should be incorporated into the communication plan along with the requisite tools and templates.
- vi. Establish Project Timelines:
 - Develop a timetable for implementation of the Plan.
 - Creation of a marketing campaign schedule or Gantt chart to span entire campaign and planned activities.
 - Creation of a content calendar to underscore implementation tactics applied.
 - Identify priority actions and milestones within a one-year Communications Plan to help inform decision-making. This should be clearly aligned with the overarching project goals and objectives
- vii. Prepare detailed budget for implementation of the Plan clearly showing placements that need to be paid by the Contractor vs those to be paid for by the FCGP. Typically, the FCGP will cover payments for traditional media placements (e.g. radio, print, tv, billboards) and venues for events, while digital marketing placements (e.g. social media, digital display advertising) should be covered by the Contractor.
 - To this end, the Contractor is responsible to create and execute a media placement schedule, including liaising with the FCGP for payment for agreed relevant placements.
- viii. Establish working protocols and lines of communication for review and approval with each beneficiary partner
- ix. Present final Communication Plan to relevant stakeholders, using appropriate media

3.3 Execution of the Approved Communication Plan

- i. Submit a creative brief with core creative concepts, preliminary copywriting and design as a precursor to activating the communication material production line.
- ii. Design the graphic and artwork as well as produce/print and publish/place communications and visibility collaterals, including:

- newsletters, brochures and other literature;
 - press releases and news articles/advertorials in print and electronic media; and
 - advertising via relevant media channels.
- iii. Collate and analyze media coverage to determine the ongoing success of the campaign as per targets established.
 - iv. Coordinate the organization of events (virtual or otherwise) including workshops, seminars and press conferences.
 - v. Provide proforma invoices for placements to be covered by the FCGP as agreed under the Plan
 - vi. Maintain effective working relationships with media representatives.
 - vii. Meet with the contract management as necessary to ensure optimal achievement of the contract objectives.
 - viii. Any other activities deemed necessary to achieve the mandate of the consultancy, i.e. record keeping, bookkeeping and invoicing, dispute management and other administrative affairs.

3.4 Submission of final report to include summary of executed activities and performance reports against baseline and agreed targets as well as lessons learnt during the consultancy.

Expected deliverables of the campaign:

1. Baseline Survey Results and Report
2. Communications Plan, including:
 - a. Campaign objectives and outcomes (including performance indicators and targets)
 - b. Detailed description of audiences (stakeholders, beneficiaries, general public, etc.) and their interactions
 - c. An elaborated message to be conveyed via media and other communication channels, tailored to each channel appropriately.
 - d. Messaging matrix
 - e. Plan of events and budgets
3. Monthly Progress Reports and project relevant paperwork completed and submitted as per the schedule
4. Final Report on Implementation of Plan, including coverage and impact analysis as well as campaign success evaluation based on pre-set KPIs

4. Team Composition & Qualification Requirements for the Key Experts

Key Expert 1: Team Leader

- An undergraduate degree in Media & Communication, Public Relations, Media Studies, Business Administration and/or Management other relevant field; is required, although a post-graduate degree is preferred.
- At least 10 years’ demonstrated experience in drafting communication collateral (including press releases, social media post, etc.)
- At least 10 years’ experience in the development and execution of marketing communications plans
- General knowledge of the Public Relations, Marketing, Events Promotion, or Journalism trades.
- Experience with managing and generating content for social media platforms and their respective audiences

- Experience in communicating government and/or corporate services
- Experience of bringing private and government sector together in terms of communication and cooperation

Key Expert 2: Content Developer

- An undergraduate degree in Multimedia Design, Content Development or Journalism or other relevant field
- At least 5 years' relevant experience, including at least two major projects in recent five-year portfolio
- Relevant certifications/training in the area of content development and social media marketing
- Competent in the use of relevant software
- Demonstrated experience working with internal and external stakeholders

Key Expert 3: Event Manager

- An undergraduate degree in Marketing, Event Management, Project Management, or other related degree
- At least 5 years' relevant experience, including at least two 2 major event projects in recent five-year portfolio
- Competent in the use of relevant software
- Demonstrated experience working with internal and external stakeholders

Non-Key Expert 1: Graphic Specialist

- An undergraduate degree in Design, Graphic Design or other relevant field, or certification/training in relevant design software
- At least 5 years' relevant experience at least two major campaigns in recent five-year portfolio
- Competent in the use of relevant software
- Demonstrated experience working with internal and external stakeholders

Other Non-Key Experts

The Contractor must select and hire other experts as required according to the profiles identified in the methodology. All experts must be independent and free from conflicts of interest in the responsibilities they take on. The selected experts must be subject to approval by the Supervising Entity before the start of their implementation of tasks. The overall team must include local representatives and experts to ensure best leverage. For the baseline survey to be undertaken, the Contractor may decide to sub-contract these services based on approval by the Supervising Entity.

5. Reporting Requirements and Time Schedule for Deliverables

The Planning Institute of Jamaica is the Contracting Authority and will be responsible for final approval of any contractual amendments and payments.

The Contractor will report to JAMPRO, as the Contract Supervisor. The Contract Supervisor shall be responsible for general oversight of the project, the approval of contractual deliverables and payment requests. Final approval of the deliverables resides with the President – JAMPRO, or her designate. The designated representative in JAMPRO is the Vice President with responsibility for Marketing

with support from the Corporate Initiatives Department, which will have day-to-day interface with the Contractor. The Contractor will also be required to interface with the beneficiary partners, who will be consulted before the approval of any relevant deliverables.

The intended start date is August 2022 and the period of implementation of the contract from this date is 18 months from this date.

In addition to any documents, reports and output specified under “Scope of Services, Tasks (Components) and Expected Deliverables”, the Contractor shall provide the following, which must consist of a narrative section and a financial section, actual vs plan comparison, effectiveness in KPIs, sustainability and potential for continuation/improvement (if applies):

Name of Deliverable	Minimum Content	Time of submission	Review Period	Payment
Inception Report	Analysis of existing situation through consultation with stakeholders.	2 weeks after project start date	1 week	10%
Communication Audit and Survey Results	Assessment and comparative analysis of communication needs for all beneficiaries. Baseline survey results including the survey instrument.	10 weeks after project start date	2 weeks	10%
Draft Communications Plan	Comprehensive, costed Communications Plan, including target audiences, strategies, policies, timetable, costs and priorities to cover the period of the consultancy starting at the beginning of Month 4.	14 weeks after project start date	2 weeks	N/A
Final Communications Plan	Comprehensive, costed Communications Plan, including target audiences, strategies, policies, timetable, costs and priorities, incorporating final comments.	18 weeks after project start date	1 week	10%
Monthly Reports	Status of implementation, including digital executions reports from social media, website and platforms; risks to implementation and mitigation strategies; issues and challenges; and recommendations.	Within five (5) days after the end of the month	1 week	n/a
Quarterly Progress Reports [6]	Short description of implementation progress (technical and financial) including problems encountered and proposed solutions; planned work for the next 3 months; matters for decision; budget tracking accompanied by an invoice and supporting documentation.	1 week after the end of each quarter (from project start date)	1 week	60 (10%) each
Draft Final Report	Description of achievements including problems encountered and recommendations.	1 month before contract end date	2 weeks	N/A
Final Report	Short description of achievements including problems encountered and recommendations, a final invoice and the financial report.	2 weeks before contract end date	2 weeks	10%

Each Deliverable is to be submitted in electronic form. Four hard (4) copies of the communication plan and final reports referred to above must be submitted to the Contract Supervisor identified in the contract. All reports must be written in English.

All graphic designs and proposed posts and publications are to be submitted electronically, in an agreed format, for review and approval.

Payments are made by the Contracting Authority upon approval by the Contract Supervisor.

6. Client's Input and Counterpart Personnel

The Contract Supervisor will liaise closely with the relevant partner agency in the management of the contract to achieve the mandate of the consultancy providing with requested support and reasonable input in the form of feeding information, putting parties into contact and overall monitoring of cooperation.

JAMPRO will facilitate introduction to beneficiary partners as required under the contract.

APPENDIX 1

Focus Area	Current Situation	Main Beneficiary Partner	Other Stakeholders	Target Audience
Trading Across Borders	<p>Trading Across Borders is one of Jamaica's worst performing areas, measured by the length of time and associated costs, involved in importing and exporting items from Jamaica (trade facilitation). Based on Jamaica's current institutional and legislative framework there are over 20 public entities involved in the process of trade facilitation, many of which still rely on manual processes. The trade facilitation agenda is guided by international commitments and obligations made to the World Trade Organisation. The Trade Facilitation Action Plan is the more practical guide for the various interventions that span nearly all Ministries.</p> <p>The reforms are therefore generally geared at leveraging technology and using web-based portals to share information, introducing risk-management approaches to increase efficiencies, revision to the legislative framework and business process re-engineering. A PMO will be established to provide the dedicated focus on the myriad of entities involved.</p>	Ministry of Industry, Investment & Commerce	<ul style="list-style-type: none"> • Cabinet Office • National Trade Facilitation Task Force • Jamaica Customs • Ministry of Health • Jamaica National Agency for Accreditation • Bureau of Standards • Port Authority of Jamaica Trade Board • Regional Health Authorities Food Storage & Prevention Of Infestation Division (of MIIC) • National Compliance and Regulatory Authority 	<ul style="list-style-type: none"> • Importers • Exporters • Trucking Association of Jamaica • Businesses interested in importing and/or exporting • Shippers Association of Jamaica • Port workers • Customs Brokers • Public service/MDAs • Citizens & residents
Dealing with Construction Permits	<p>The process of securing permits and licences related to the building and/or environment processes remain a challenge for the business community. This inefficiency has led to issues with corruption and accountability. This area is also characterized by high numbers of stakeholders, all operating within the contexts of their own legislative framework which creates a semi-</p>	<p>Ministry of Local Government and Rural Development (MLGRD)</p> <p>Ministry of Economic Growth & Job Creation (MEGIC)</p>	<ul style="list-style-type: none"> • Cabinet Office • DARP Project Steering Committee • Ministries, departments and agencies • Municipal Corporations • National Environment & Planning Agency • National Water Authority 	<ul style="list-style-type: none"> • Master Builders Association • Draftsmen • Construction Industry • Developers • Building professionals • Existing local businesses (registered) • Existing local businesses (unregistered)

Focus Area	Current Situation	Main Beneficiary Partner	Other Stakeholders	Target Audience
	<p>autonomous authority for the Municipal Corporations (MCs), for example, thus making the process of reform a very involved and iterative exercise. Additionally, the planning portfolio is split among three ministries of government, namely MLGRD, MEGJC and MHURECC. Ultimately, the reforms for this area are guided by the strategic plan developed for the Development Approval Reform Programme (DARP).</p> <p>The reforms targeting this indicator area focus on the expansion of a major intervention with the Jamaica Development Applications Portal (JDAP) that places the application submission, processing and payment for building and environmental permits/licenses online. Since its launch in 2020, the portal has been severely underutilized and that may be a function of the fact that not many stakeholders are aware of its existence and benefits. Other reforms include the provision of equipment and software, institutional transformation within the MCs, development & promulgation of building codes as well as development orders and legislative revisions.</p>		<ul style="list-style-type: none"> • Water Resource Authority • Bureau of Standards Jamaica • Environmental Health Unit • Office of Disaster Preparedness and Emergency Management • Jamaica Bauxite Institute • Jamaica Fire Brigade • Mines and Geology Division 	<ul style="list-style-type: none"> • Foreign businesses • Citizens and residents • Public service/MDAs
Getting Electricity	<p>It is a tedious exercise to secure new electrical connections for commercial buildings. The length of time is one key factor in the experience as, currently, the process requires one of the government's inspectors to include the inspection on their schedule. Like many government entities there are far too few inspectors for the number of applications submitted. The</p>	<p>Ministry of Energy, Science & Technology JPSCo</p>	<ul style="list-style-type: none"> • Cabinet Office • eGov Jamaica 	<ul style="list-style-type: none"> • Existing local businesses (registered) • Existing local businesses (unregistered) • Private power companies • Private Sector Organization of Jamaica • Jamaica Chamber of Commerce

Focus Area	Current Situation	Main Beneficiary Partner	Other Stakeholders	Target Audience
	<p>issue of corruption has therefore characterized the process as well. The process also involves working with JPSCo as well, which then introduces other issues such as transparency in the process and the cost of the actual connection.</p> <p>The government for many years has promised the restructuring of the process and the introduction of a Government Electrical Regulator to replace the Government Electrical Inspectorate. The former being a new structure that will see many of the processes once owned by the Ministry being divested and taken over by the private sector, key among which includes the actual inspections. One major linchpin in this reform endeavour is the creation of an online platform to now manage application, processing and payment. In addition, the JPSCo will undertake its own internal revision of processes to improve operational efficiency thus resulting in lower rates.</p>			<ul style="list-style-type: none"> • Private sector umbrella associations • Citizens & residents • Public service/MDAs