

TERMS OF REFERENCE

Consultancy Services: Content Writer in French language

1. BACKGROUND INFORMATION/RATIONALE

1.1 Relevant background

Caribbean Export is a trade and investment development agency focused on supporting private sector development in the Caribbean. Caribbean Export aims to optimise the export potential of MSMEs, as well as highlight the investment potential of the Caribbean to the international community with the aim of creating meaningful jobs, generating prosperity and alleviating poverty.

The Caribbean Export Development Agency (Caribbean Export) is implementing the “Trade and Private Sector Component” of the Haiti-Dominican Republic Binational Cooperation Program, under the 11th European Development Fund (EDF) of the European Union. The Haiti-Dominican Republic Value Chain Project is a component of this programme and focuses on improving the quality of goods produced in both countries and the competitiveness of enterprises, with special attention to the Cocoa/Chocolate; Essential Oils/Cosmetics; and Handicraft/Fashion/Accessories/Jewellery value chain.

A total of twenty-five (25) businesses in Haiti and the DR were identified, to be part of the Value Chain Project and an individual strategy/a detailed Action Plan was prepared for each, to improve its quality and international competitiveness, including possible collaborations with other international institutions.

Now that the programme is coming to an end, Caribbean Export wishes to highlight participating firms on the Caribbean Export blog and social media channels to raise awareness around the programme and its results and impact.

1.2 Contracting Authority

The contracting authority for this assignment is the Caribbean Export Development Agency (Caribbean Export)

1.3 Beneficiary Countries

CARIFORUM Region: Haiti

1.4 Target Groups

Beneficiary firms and institutions of the “Trade and Private Sector Component” of the 11th EDF Haiti-Dominican Republic Binational Cooperation Program, with special attention to the beneficiaries of the three value chains Cocoa/Chocolate; Essential Oils/Cosmetics; and Handicraft/Fashion/Accessories/Jewellery in Haiti.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall Objective

The overall objective of the Consultancy is to contract the services of a creative content writer to develop engaging articles that feature Binational Programme beneficiaries for the Caribbean Export blog.

2.2 Specific Objectives

Specifically, the consultant is expected to:

- i. Conduct desk research on the beneficiary firm to be featured.
- ii. Conduct interviews with key personnel within beneficiary firm as necessary in French.
- iii. Develop engaging written content between 700 - 900 words suitable for online usage in French or English.
- iv. Collect visual content (photo album) to support articles.

2.3 Purpose of consultancy and expected results

The articles and photo albums produced as a result of this consultancy will be featured on the Caribbean Exports online blog, providing visibility to the impact of the results of the Binational Programme.

3. ASSUMPTIONS AND RISKS AND MITIGATION

3.1 Assumptions

The consultant selected has the capacity to conduct the research and interview to the beneficiaries and, the beneficiaries are available and willing to share information with the writers about their participation in the Programme.

3.2 Risks

Delays in data collection due to the availability/reluctance of the relevant stakeholder to share information and/or by the deterioration of the security situation due to socio-political disturbances in Haiti that could prevent the freedom of movement to complete the deliverables.

3.3 Mitigation

Caribbean Export will work together with the consultant and the beneficiary in order to obtain the best results of this consultancy.

4. SCOPE OF WORK

4.1 Specific Activities

1. A total of five (5) articles, 700-900 words each featuring the following beneficiaries:
 - a. Makaya Chocolat, Haiti
 - b. AYITIKA, SA, Haiti
 - c. Bureau Haïtien de Normalisation (BHN), Haiti
 - d. Handicraft/Fashion/Accessories/Jewellery value chain (to be selected), Haiti.
 - e. Handicraft/Fashion/Accessories/Jewellery value chain (to be selected), Haiti.

2. Photo Album with at least 15 high quality pictures (per feature).

5. PROJECT MANAGEMENT AND REPORTING

5.1 Responsible Body

The Caribbean Export Development Agency will be responsible for the management and coordination of this project.

5.2 Management structure

The Communications & Research Officer (SRO) will retain overall responsibility including day to day supervision of the activities of the project and will report the performance of the project to the Deputy Executive Director and the Manager-Partnerships, Advocacy and Reporting.

5.3 Reporting

Regular weekly verbal or written communications between the consultant and the responsible officer Agency will be progress report outlining key activities undertaken, progress made, and results achieved, must be submitted to the Communications & Research Officer (SRO).

6. LOGISTICS AND TIMING

6.1 Commencement date and period of implementation of tasks

The intended commencement date for this assignment is, March 15th, 2023, with completion by May 31st, 2023.

7. PAYMENT TERMS

All services must be completed to the satisfaction of the Agency and payments will be contingent on submission and approval of the deliverables (as per calendar of deliverables agreed on the inception meeting) and appropriate invoice. Payments will be made in

accordance with the terms and conditions outlined in the contract between the contracting authority and the consultant.

8. REQUIREMENTS

8.1 Qualifications

This call for proposal is open to consultancy firms and individual consultants who have experience on the above services.

- The lead consultant should have a bachelor's degree in journalism, communications or related field with solid experience in written content creation in the French language.
- High-Proficiency in French and English are required, both spoken and written.
- Photography skills are required for the consultant or a team member in the consultant's team

8.2 Work Experience

- Demonstrated experience developing written content in French language for at least 5 years in online publications, magazines, journals or newspapers
- Experience working in Haiti will be viewed favourably

8.3 Required Documentation.

- A detailed financial proposal (quotation) in Euros (EUR) including all taxes
- CV of the consultant or consultants
- At least two (2) examples of relevant work carried out in the last six (6) months
- At least five (5) samples of photographs that have been taken to accompany articles

8.4 Office Accommodation

Office Accommodations will not be provided by Caribbean Export.

8.5 Facilities to be provided by the Consultant

The consultant will be responsible to supply any administrative, secretarial and general support needed for the completion of this assignment.

8.6 Equipment

Caribbean Export will not be providing equipment for this assignment.

8.7 Travel

If travel is required to successfully accomplish the assignment, the cost of travel must be included in the services fees. Caribbean Export will not cover travel costs separately.

9. REPORTS

9.1 Reporting requirements

After contracting, an inception meeting will be held defining the timeline for deliverables, any challenges/delays or changes in the scope of work during the execution of the consultancy must be informed in writing to the other party, each deliverable will consist of the written article along with the photo album for each beneficiary as indicated on this terms of reference.

9.2 Submission and Approval of Reports

The deliverables as referred to above must be submitted to the Communications & Research Officer (SRO) for revision, final version to be approved by the Deputy Executive Director. All articles must be submitted in French in electronic format and digital photo album (high res).

10. EXCLUSION CRITERIA

Candidates will be excluded from participation in the bidding process if they:

- a) are bankrupt, insolvent, filing for insolvency or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) are the subject of proceedings for fraud, corruption, a declaration of bankruptcy, for winding-up, for administration by the courts, for an arrangement with creditors or for any similar procedure provided for in national legislation or regulations;
- c) have been convicted of an offence concerning professional conduct by a judgement which has the force of *res judicata*
- d) are guilty of grave professional misconduct proven by any means which Caribbean Export can justify;
- e) are guilty of serious misrepresentation in supplying the information required by the contracting authorities as a condition of participation in the procurement process; they have been declared to be in serious breach of contract for failure to comply with obligations in connection with another contract with the same Contracting Authority or another contract financed with Caribbean Export's funds;
- f) are in breach of payment of taxes or social security contributions;
- g) have been convicted or are the subject of proceedings for money laundering, terrorist offences or activities, child labour, human trafficking, being a criminal enterprise in the production of goods and services, or any other irregularity;
- h) are established as or operating as a shell company.

A derogation from the mandatory exclusion clauses provided above, may be provided on an exceptional basis, for overriding reasons to entities operating in the public interest such as public health or protection of the environment.

11. MONITORING AND EVALUATION

The Consultancy will be monitored and evaluated by Caribbean Export over the duration of the project. Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Section 4.1 and 8.1, and as outlined within the work plan submitted in the inception report. Feedback on each submitted deliverable is a requirement for the continuation of the project, therefore in some instances the Consultant may need to integrate any feedback into the subsequent deliverables. The Contracting Authority will provide feedback to the consultant within ten (10) working days of receipt of the deliverables.

12. SPECIAL REQUIREMENTS

No special requirements for this consultancy.

13. PUBLICATION OF INFORMATION

To participate in any activity executed or supported by Caribbean Export, you hereby agree that any information and personal data that you share and is collected by the Agency will be processed for the purpose of reporting the outcomes and impact of your projects and/or participation. Please note that Caribbean Export reserves the right to publish the Contractor's/Participant's name and address, the purpose and nature of the activity, and financial arrangements, in accordance with Caribbean Export's Personal Data Protection Policy. (<https://content.carib-export.com/download/personal-data-protection-policy/>). Derogation from publication of this information may be granted if it could endanger the Contractor/Participant or harm his/her commercial interests.

14. DECLARATION

To participate in any procurement undertaken by Caribbean Export, all applicants must complete and submit to the agency the Applicant Declaration Form. (<https://content.carib-export.com/download/applicant-declaration-form/>).

15. SUBMISSION DEADLINE

All required documentation in article 8.3 should be submitted by 4 p.m. AST, March 10th, 2023. All submissions should be sent to: Romily Thevenin at rthevenin@carib-export.com