



REQUEST FOR EXPRESSIONS OF INTEREST

for the selection of a consultant (firm) for the for Communication & Visibility of the SWIOFish2 Regional Project.

Country: *MAURITIUS – Indian Ocean*
Name of Project: *SECOND SOUTH-WEST INDIAN OCEAN FISHERIES GOVERNANCE AND SHARED GROWTH PROJECT (SWIOFish2)*
Loan No. / Credit No. / Grant No.: *IDA-Grant Number D1720*
Assignment Title: *Service contract for Communication & Visibility of the SWIOFish2 project*
Reference No. *SW2/Y4-C025*

1. The Indian Ocean Commission (IOC) is an intergovernmental regional cooperation organization which brings together the Union of the Comoros, France, on behalf of Réunion, Madagascar, Mauritius, and Seychelles. Its mission is to strengthen the bonds of friendship and solidarity between peoples and to contribute through regional cooperation to the sustainable development of its member states. The IOC has received financing from the World Bank toward the cost of the SECOND SOUTH-WEST INDIAN OCEAN FISHERIES GOVERNANCE AND SHARED GROWTH PROJECT (SWIOFish2) regional project and intends to apply part of the proceeds for consulting services
2. The consulting services (“the Services”) include the ***Service contract for Communication & Visibility of the SWIOFish2 project***, which will take place remotely between December 2021 and June 2023 with possibility of missions to the project sites (including Cabo Verde, Guinea Bissau, São Tomé & Príncipe, Comoros, Mauritius, Madagascar, Maldives and Seychelles).

The Consultant's mission is to design and develop the communication and visibility strategy of the SWIOFish2 project and to assist the project in products related to communication, in particular on basic activities (i) support for coordination between African and Indian Ocean Developing Island States (AIODIS); (ii) support for the newly created Federation of Artisanal Fishermen of the Indian Ocean, FPAOI (Federation of Artisanal Fishermen of the Indian Ocean). A provisional version of the terms of reference is available by following this link <https://www.commissionoceanindien.org/sw2-y4-c025/>

3. The Indian Ocean Commission (IOC) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are: • The consultant must be an officially registered legal entity with a valid registration; • Must have relevant experience to communicate with stakeholders in the Western Indian Ocean region. Experience in the AIODIS countries of the Atlantic will be an advantage; • Have strong networks with private sector companies operating in the AIODIS will be an advantage; • Must have creative and innovative portfolio (demonstrated through examples of work product).
4. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers edition January 2011 Revised July 2014 (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.
5. Consultants may associate with other firms in the form of a joint venture or a subconsultancy to enhance their qualifications.
6. A Consultant will be selected in accordance with the Selection Based on the Consultants’ Qualifications (CQS) method set out in the Consultant Guidelines.
7. Further information can be obtained at the address below.
8. Expressions of interest must be sent to the email addresses below by Wednesday 8 December 2021 at 4:30pm (Mauritian time UTC+4):

e-mail: innocent.miada@coi-ioc.org and njiva.r@coi-ioc.org

Reference: " (SW2/Y4-C025) Service contract for Communication & Visibility of the SWIOFish2 project "



DEMANDE DE MANIFESTATION D'INTÉRÊT

en vue de la sélection d'une firme ou d'un cabinet (service de consultants) pour un «contrat de service Communication & Visibilité du projet SWIOFish2-Régional»

Pays : **MAURICE – Océan Indien**
Nom du projet : **SECOND SOUTH-WEST INDIAN OCEAN FISHERIES GOVERNANCE AND SHARED GROWTH PROJECT (SWIOFish2)**
N° de prêt/n° de crédit/n° de don : **IDA-Grant Number D1720**
Titre de la mission : **Contrat de service pour la communication et la visibilité du projet SWIOFish2**
N° de référence **SW2/Y4-C025**

1. La Commission de l'Océan Indien (COI) est une organisation intergouvernementale de coopération régionale qui regroupe l'Union des Comores, La France/Réunion, Madagascar, Maurice et les Seychelles. Elle a pour mission de resserrer les liens d'amitié et de solidarité entre les peuples et de contribuer à travers la coopération régionale au développement durable de ses Etats membres. La COI a obtenu un financement de la Banque mondiale pour couvrir le coût du SECOND SOUTH-WEST INDIAN OCEAN FISHERIES GOVERNANCE AND SHARED GROWTH PROJECT (SWIOFish2) – Projet Régional et a l'intention d'affecter une partie du montant de financement à des services de consultant.
2. Les services de consultant (« les Services ») comprennent le contrat de service pour la communication et la visibilité du projet SWIOFish2, qui se déroulera à distance entre décembre 2021 et juin 2023 avec possibilités de missions sur les sites du projet (Cabo Verde, Guinée Bissau, São Tomé & Príncipe, Comores, Maurice, Madagascar, Maldives et Seychelles).

La mission du Consultant est de concevoir et développer la stratégie de communication et de visibilité du projet SWIOFish2 et d'assister le projet dans les produits liés à la communication, en particulier sur les activités de base (i) l'appui à la coordination entre les États insulaires en développement d'Afrique et de l'océan Indien (AIODIS) ; (ii) l'appui à la Fédération des Pêcheurs Artisansaux de l'Océan Indien nouvellement créée, FPAOI (Fédération des Pêcheurs Artisansaux de l'Océan Indien). Une version provisoire des termes de référence est disponible avec ce lien <https://www.commissionoceanindien.org/sw2-y4-c025/>

3. La Commission de l'océan Indien (COI) invite maintenant les consultants (firmes ou cabinets) éligibles (« Consultants ») à manifester leur intérêt à fournir les Services. Les Consultants intéressés doivent fournir les informations démontrant qu'ils possèdent les qualifications requises et l'expérience pertinente pour l'exécution des Services. Les critères de présélection du consultant sont les suivants : • être une personne morale légalement constituée et enregistrée ; • ayant d'expérience pertinente dans la communication avec les parties prenantes dans la région de l'océan Indien occidental. Une expérience dans les pays AIODIS Atlantique serait un atout ; • être doté de réseaux solides avec des entreprises du secteur privé opérant dans AIODIS seront un avantage ; • possédant un portefeuille créatif et innovant (démonstré par des exemples de produits de travail).
4. L'attention des consultants intéressés est attirée sur le paragraphe 1.9 des Directives de la Banque mondiale : Sélection et emploi de Consultants dans le cadre des prêts de la BIRD et des crédits et dons de l'IDA par les emprunteurs de la Banque mondiale édition janvier 2011 révisée en juillet 2014 (« Directives des consultants »), énonçant la politique de la Banque mondiale sur les conflits d'intérêts.
5. Les consultants peuvent s'associer avec d'autres entreprises sous la forme d'une coentreprise ou d'un sous-traitant afin d'améliorer leurs qualifications.
6. Un Consultant sera sélectionné conformément à la méthode « Sélection fondée sur les qualifications des consultants (QC) » énoncée dans les Directives du Consultant.
7. De plus amples informations peuvent être obtenues à l'adresse ci-dessous.

8. Les manifestations d'intérêt doivent être envoyées par email aux adresses ci-dessous avant le Mercredi 8 décembre 2021 à 16h30 (heure mauricienne UTC+4) :

E-mail : innocent.miada@coi-ioc.org et njiva.r@coi-ioc.org

Référence : "*(SW2/Y4-C025) Service contract for Communication & Visibility of the SWIOFish2 project* "



INDIAN OCEAN
COMMISSION

Promotion of African & Indian Ocean Island Developing States Blue Economy through the South West Indian Ocean Fisheries Governance and Shared Growth Project (SWIOFish2)

Terms of reference for the Service contract for Communication & Visibility of the SWIOFish2 project

Assignment title	Service contract for Communication & Visibility of the SWIOFish2 project
Contract duration	December 2021 - August 2023
Primary assignment location	Home based with ability to mobilize professionals in the countries covered by the project as and when needed (Cabo Verde, Guinea Bissau, São Tomé & Príncipe, Comoros, Mauritius, Madagascar, Maldives and Seychelles)
Financed by	IDA

1. BACKGROUND

Achieving their sustainable management is therefore essential and consists of one of the conditions required to reach a dynamic and credible blue/oceanic economy. The various IOC programmes, financed by the World Bank, are actively contributing to this.

World Bank has been supporting a regional fisheries programme in the Indian Ocean, that is, the SWIOFish programme. A Financing Agreement (Grant No. D1720) was signed between the International Development Association (IDA) and the Indian Ocean Commission (IOC) on the 30 May 2017 for the implementation of regional activities under the Second South West Indian Ocean Fisheries Governance and Shared Growth Project (SWIOFish2). The project started on 31 January 2018 and will end on 29 September 2023.

2. SWIOFish2 Project Objectives and Components

The Project Development Objective of the SWIOFish2 project is to improve the management of selected priority fisheries at regional, national and community levels and to increase access by targeted fishers to alternative livelihood activities.

A regional component 1 consists of three core activities:

- (1.1) support to the implementation of IOTC resolutions in the SWIO countries;
- (1.2) support to the coordination between African and Indian Ocean Developing Island States (AIODIS);
- (1.3) support to the newly created Fédération des Pêcheurs Artisans de l'océan Indien, FPAOI (Indian Ocean Federation of Artisanal Fishers).

The first sub-component expands on the support to regional coordination implemented under the SWIOFish1 by targeting the management of tuna and tuna-like species through the Indian Ocean Tuna Commission (IOTC). It is built upon the Global Partnership for Oceans Development Grant Facility experience of providing support to SWIO coastal State in implementing Port States Measures designed to fight illegal fishing at the international level. It provides for long-term technical and administrative assistance to the IOTC to provide support and training to the SWIO States for implementing IOTC resolutions for sustainable tuna fisheries management, in particular IT/database developer/programmer and Monitoring, Control and Surveillance, and fishery science expertise to support IOTC compliance process. The IOTC operates under the aegis of the FAO and has its own communication facility, hence will be covered only minimally under this assignment.

The second sub-component supports the group of African and Indian Ocean Island Developing States (Cabo Verde, Guinea Bissau, São Tomé & Príncipe, Comoros, Mauritius, Madagascar, Maldives and Seychelles) in collaborating and sharing their own experiences to address some of their specific challenges such as improving the sustainable management of their vast maritime territory; innovating and developing their blue economy in the context of climate change; and collaboratively mobilizing financing for addressing those challenges. Activities include the organization of high-level meetings to discuss specific challenges and issues of regional interest; the creation and exchange of knowledge; the provision of a preparation facility for project proposal; and a support to the AIODIS Secretariat is hosted by the IOC.

The AIODIS component of the SWIOFish2 project aims to support the development of the Blue Economy by providing opportunities for south-south exchange and increased access to needed expertise for the formulation of actions for the purpose.

The third sub-component facilitates coordination and strengthen the participation of the artisanal fisher associations in the SWIO region in the regional and international fora as well as support a more inclusive policy and management design. This sub-component lays the necessary foundations to help facilitate trainings, increase coordination, apprenticeships and other opportunities to help improve the livelihoods of artisanal fishers across the region. Activities include support to: (i) the FPAOI secretariat capacity strengthening; (ii) statutory meetings and regional consultations; (iii) participation in regional and international key events in regional fisheries bodies' meetings; (iv) a fishers' exchange programme among participating national fishers' organizations.

An action plan for the implementation of the above regional activities is being finalised considering Covid-19 crisis, which has impacted this subcomponent.

A dedicated sub- component (4.1) with support project management at the regional level. The Finance and Procurement Units (FPU) housed in the IOC are responsible for the administration of the regional project funds and related fiduciary aspects. The costs associated with the management and coordination at the regional level are supported by a regional IDA grant. Activities supported include monitoring and evaluation, audits, mid-term and final evaluation reports, and costs associated with core operational functions, as well as regional project coordination. The entire component 1 is managed by IOC.

3. Beneficiaries of the regional component of SWIOFish2

3.1 The main Project beneficiaries are the members of the Indian Ocean Tuna Commission (IOTC), the members of the SWIOFC (South West Indian Ocean Fisheries Commission), the African and Indian Ocean Developing Island States (AIODIS), and the members of the Indian Ocean Federation of Artisanal Fishers (Fédération des Pêcheurs Artisans de l'Océan Indien- FPAOI).

Several actors are involved in the implementation of this project.

Implementation of components 1 (IOTC) and 3 (FPAOI) of the SWIOFish2 project are under the responsibility of the DI5 Officer in Charge for while Component 2 of –(AIODIS) is under the responsibility of the DI2 Officer in Charge. Moreover, if the project management unit at regional level is located at IOC, the agents in charge of the implementation of this project are posted on different territories:

- Indian Ocean Tuna Commission (IOTC) (Seychelles)
- Indian Ocean and African Island Developing States (AIODIS) (IOC Headquarters in Mauritius, with National Focal Points acting as representatives of each of the AIODIS)
- Federation of Artisanal Fishermen of the Indian Ocean (FPAOI) (registered in Reunion, and Secretary General based in Mauritius)

Purpose of the assignment

The management of the project wishes to contract an external collaborator to design and develop the communication and visibility strategy of the SWIOFish2 project and to assist the project in communication related products, particularly on core activities 1.2 and 1.3.

Requested services and suggested methodology

Target audiences and Key messages

The communication and visibility actions of this contract are aimed at the target groups listed below. The relevant messages are listed under each group:

- Decision and policy makers: governments of beneficiary countries, regional and international organisations (IOC, IOTC, SWIOFC, FAO, OACPS, UNDP, EU, etc.)
⇒ Improving communication for promotion of circular economy and artisanal fisheries.
- Development partners: World Bank, EU, GiZ, UN agencies, AU-IBAR, AfDB, network of AIODIS focal points, etc.
⇒ Building collaborations and strengthening linkages with existing and upcoming initiatives.
- Non-state actors: private sector, NGOs, CBOs, CSOs, academia, research institutes, entrepreneurs, fishing communities, media, business associations, etc.
⇒ Building and strengthening networking and sharing of knowledge
- Beneficiaries: entrepreneurs, fishers, population of beneficiary countries
⇒ Supporting entrepreneurs operating in the field of circular economy, raising awareness of local populations on issues pertaining circular economy and circular economy.

Scope of Work/Tasks to be undertaken by Consultant:

The Consultant is required, inter alia, to carry out the following:

A. For SWIOFish2 project

1. Develop a communication and visibility plan for the SWIOFish2 project
2. Develop a digital project brochure, in French, English and Portuguese, with a brief on all three components

Post SWIOFish2 related news to improve its visibility on IOC Website This task includes but is not limited to the following:

- i. Repurpose and format the technical contents received from experts to align with communication objectives and publish the materials online;
 - ii. Ensure that the website content attract maximum audience and promote articles posted on IOC website on relevant social media platform in coordination with IOC communication department
 - iii. Post 6 stories about the project on (i) the IOC website and (ii) other relevant platforms allowing contributions from guests
 - iv. Extend the reach of online resources through various media tools and make those available to staff, partners, and clients
 - v. Maximise the engagement of web audience
 - vi. Make sure that content posted on IOC website is available in English, French and Portuguese
 - vii. Ensure the visibility of the IOC and the World Bank, as well as other stakeholders when necessary
3. Oversee the pre-testing of messages, methods and materials developed, to ensure audience attention, comprehension and acceptability, and that the message is accurate and culturally appropriate

4. Evaluate the impact of the communication programmes on a monthly basis and adjust accordingly based on outreach/engagement on social networking, site visits, press coverage, etc.

A. For the AIODIS component

1. Prepare a communication plan with proposition for entry points and activities at country level (identifying most relevant media channels); including media plan and media buying space (digital marketing);
2. Develop a brochure on the AIODIS component
3. Adapt AIODIS information to its various targets. The consultant shall assist in developing various contents that speak to the different audiences of the component. This information will be shared on IOC's and beneficiary countries' website and brochures.

A first subtask under this

task will be to develop a communication/ policy brief of recently completed studies on circular economy for (i) policy makers and (ii) public.

Developed contents will be available in English, French and Portuguese. Developed contents can be amended based on feedback.

Brief on other technical reports and produced may be prepared.

2. Develop ten short videos (3 min maximum) to showcase achievements, results of studies, events and lessons learned. Videos will focus on project events and major activities.

The consultant will be required to do the following subtasks: `

- i. Develop the overall concept and scenario of each video in consultation with the project implementation team
- ii. Interact with project representatives and local communities impacted by the project to understand the context
- iii. Develop documentary scripts and storyboards
- iv. Film interviews with the project's stakeholders
- v. Based on the video footages, propose a storyboard and a script . If needed, the footages can be completed with pictures or other video clips from an online image/video library and/or project resources
- vi. Provide narration and translation (English, French and Portuguese)
- vii. Present a draft version of the documentary/video clips for comments
- viii. Provide subtitles in French, English and Portuguese (3 versions per video clip)

3. Draft a series of 15 illustrated stories in English, French and Portuguese to showcase achievements, results of studies events and lessons learned. Each story will feature 250 to 750 words, depending on its use, in a format that can be shared through various channels: website, social medias, reports, publications, press etc.

4. Ensure communication of events

The consultant will be required to do the following subtasks:

- i. Participate in organising committee meetings
- ii. Advertise event on various media support, including on social media in close coordination with the IOC communication department
- iii. Prepare media kits

- iv. Prepare media invitation / media alerts to be disseminated by IOC communication department
- v. Facilitate live streaming of key events (master of ceremony, moderator)
- vi. Prepare press releases to be disseminated after events

B. For the FPAOI component

1. Develop and implement a communication plan for the FPAOI
2. Prepare short articles in French, English and Malagasy on project activities and/or specific themes for the dissemination among the public.
3. Assist in the revision, edition design and publication of 5 training manuals for fisher in French , English and Malagasy
4. Produce an e-newsletter of FPAOI in French, English and Malagasy and disseminate it to all stakeholders, every six months,
5. Supervise the preparation of project publications and assist in their editing.
6. Organize outreach initiatives with a view to increasing the visibility of FPAOI
7. Develop communication and visibility products for specific activities and events such as the fishers' exchange program and the World Women Day and the World Fisheries Day.
8. Prepare 6 short videos on project activities and events of a duration of 5 minutes each as and when required.
9. Ensure the archiving of all communication and visibility products, including source files, and the transmission to the IOC documentation and archive centre.
10. Perform any other tasks assigned by the supervisor in relation to the communication and visibly plan.

Deliverables

Deliverables under this assignment include (and are not limited to)

For SWIOFish2 project

- Communication and visibility plan for the SWIOFish2 project
- A project brochure in English, French and Portuguese
- Six stories / articles to be published on IOC website or other relevant digital platform to ensure visibility of the project

For the AIODIS component

- A communication plan with proposition for entry points and activities at country level (identifying most relevant media channels); including media plan and media buying space (digital marketing);
- A brochure on the activities of the AIODIS component
- Three policy briefs for policy makers to showcase the results of the recently finalised three circular economy studies, and similar briefs on upcoming studies
- A brochure for entrepreneurs and public on the circular economy studies and other ongoing activities, and similar brochures on upcoming studies
- Creative graphic solutions for the visibility and promotional campaigns for events and activities;

- Videos, stories, media kits presence on social media

For FPAOI component

- A manual with details of a contact list, the frequency and format for collecting data from FPAOI stakeholders. A handbook for obtaining and sharing of information
- A total of 10 short articles on FPAOI activities to be produced in French, English and Malagasy
- 5 manuals for fishers' training on fishing techniques, value addition, marketing and safety at sea in French, English and Malagasy
- A total of 15 printed brochures in French, English and Malagasy to showcase the activities in the annual workplan of FPAOI with a view to increasing its visibility.
- e-newsletter of FPAOI in French, English and Malagasy every six months
- Brochures, banners, and videos during participation of FPAOI in regional and international events

Duration

The assignment will start in December 2021 and end August 2023.

The consultant will provide 150 working days over the period of 20 months, effective from December 2021 to August 2023.

Cost of communication materials such as printed versions of brochures will be covered upon presentation of invoices.

Supervision Responsibility

The consultant shall report to the Officers in Charge for AIODIS and FPAOI via the SWIOFish2 Coordinator based at the Indian Ocean Commission, throughout the duration of the project and shall maintain constant liaison with them to discuss on matters pertaining to progress communication activities as well as for eventual claims for payment.

Qualifications and competencies

Qualifications of the consultant

The Consulting Firm hired must fulfil the following requirements:

- Officially registered legal entity with a valid registration
- Relevant experience to communicate with stakeholders in the Western Indian Ocean region. Experience in the AIODIS countries of the Atlantic will be an advantage
- Strong networks with private sector companies operating in the AIODIS will be an advantage.
- Creative and innovative portfolio (demonstrated through examples of work product)

The team composition is expected to have at minimum one senior staff leading a team of multidisciplinary experts. The assignment lead must have strong communication management and outreach capabilities

Qualifications of Senior Expert/ Team Leader

- At least a master's degree in journalism, communication, public relations, social science or a field directly related to the assignment.
- Fluency in English (written and spoken)
- Fluency in French (written and spoken).

- Knowledge of Portuguese will be an advantage.

Team members will be assessed on the following:

- General qualifications
- Suitability for the programme
- Professional experience in specialization as required by the ToR
- Work experience in the Indian Ocean Region and SIDS
- Language qualifications

Payment schedule

The consulting services will be invoiced on a time -spent basis at the rate agreed by IOC. Expenses related to printing and publication of communication materials in newspapers and online will be reimbursed.

Submission of Proposal

Interested consultants should provide the proposal including below information in English or French:

- Letter of expression of interest
- Executive summary of the proposal
- A brief profile of the company (maximum two pages)
- A list of executed assignments similar to this project. This list must include complete website addresses and the name and contact information of the client representative.