



**ORGANISATION OF EASTERN CARIBBEAN STATES**

DRAFT



**COMPETE CARIBBEAN (RG-X1044)**

## **Regional**

# **RG-CC 2060 – Framework for the Establishment and Implementation of the Regime for Free Circulation of Goods within the OECS**

### **1.0 BACKGROUND INFORMATION**

#### **1.1. Beneficiary Countries**

OECS Protocol Member States: Antigua & Barbuda, Dominica, Grenada, Montserrat, Saint Kitts & Nevis, Saint Lucia; and Saint Vincent & the Grenadines.

#### **1.2. Contracting Authority**

The Inter-American Development Bank through the Compete Caribbean Program.

#### **1.3 Background**

Compete Caribbean is a Caribbean private sector development programme jointly funded by the Government of Canada, the United Kingdom Department of International Development (DFID) and the Inter-American Development Bank (IDB). The ultimate goal of this Programme is to contribute to the increase in the standard of living and quality of life, and the enhancement of the competitiveness of the 15 independent CARIFORUM countries.

Specifically, the Program will increase: (i) donor harmonization and coherence, and contribute to the development of national and regional private sector development strategies; (ii) the ability of Caribbean governments to promote a competitive, growth-oriented business and investment climate; and (iii) innovation, productivity, value added production, sales and sustainability in key Caribbean clusters and value chains, and product sophistication, productivity and exports of individual firms.

The proposed consultancy is funded under RG-CC2060, a project that was designed to support the development of a framework for the regime for the free circulation of goods in the Organisation of Eastern Caribbean States (OECS) Economic Union that will lead to the removal of barriers to intra-OECS trade. The general objective is to improve the enabling environment for business development, trade within the OECS Economic Union. The project will support the Economic Union's goal to establish a regime whereby goods will move within the space faster and at a lower cost.

#### **1.4 Contextual Situation of OECS Member States**

At the Forty-Third (43<sup>rd</sup>) Meeting of the OECS Authority in St. Kitts and Nevis, OECS Heads of Government signed a Declaration of Intent, which articulated their intentions and aspirations to create a single economic

space, which would later be referred to as the Eastern Caribbean Economic Union. The Revised Treaty of Basseterre Establishing the OECS Economic Union was finalized and signed on the June 18<sup>th</sup> 2010.

The Revised Treaty of Basseterre (RTB) provides the legislative grounding for the deepening of integration and functional cooperation among OECS Member States and the advancement of their strategic economic, socio-cultural and development goals. The Protocol of the Eastern Caribbean Economic Union (the Protocol) outlines the precepts and objectives of the Economic Union. Article 2 outlines the main objectives of the Economic Union, while Article 3 prescribes the principles that are to be applied in establishing the Eastern Caribbean Economic Union. A fundamental dimension of the Eastern Caribbean Economic Union is the operationalization of the OECS Customs Union, which is addressed in Article 4 of the Protocol.

The operationalization of the OECS Customs Union to facilitate the free circulation of goods will require the undertaking of a series of activities, among which include the enhancement of awareness on free circulation of goods, the new procedures to be implemented and the opportunities to be capitalized on for businesses, governments of OECS Protocol Member States and the general OECS citizenry.

## **2.0 OBJECTIVES, PURPOSE AND EXPECTED RESULTS**

### **2.1 Overall Objective**

The overall objective of this consultancy is to enhance stakeholder awareness and understanding of the OECS regional integration process, in particular, of the operationalization of an OECS Customs Union to facilitate the free circulation of goods in the Economic Union Area.

### **2.2 Specific Objective**

The specific objective of this Consultancy is to:

- Design and produce relatable, informative, accurate and targeted communication products on free circulation of goods within the context of OECS regional integration.

### **2.3 Expected Results**

Upon completion of this Consultancy, it is expected that the following results will be delivered:

- Heightened awareness and understanding among the OECS citizenry of the OECS Economic Union and the free circulation of goods;
- Successful introduction of a change in mind set among border and regulatory agencies and economic operators to facilitate the importation and exportation of goods into the OECS Economic Union as well as the circulation of goods among the Protocol Member States;
- Improved understanding of senior government officials to make sound decisions on enhancing the OECS Economic Union and advise the general public of policy decisions regarding the operationalization of a Customs Union and the free circulation of goods;
- Increased participation of stakeholders in the OECS integration process, particularly as it relates to the free circulation of goods

### 3.0 SCOPE OF WORK

#### 3.1 General

##### 3.1.1 Description of the Assignment

This consultancy is primarily concerned with enhancing the awareness of stakeholders of the OECS integration process, with particular focus placed on the establishment and full operation of an OECS Customs Union, which would facilitate the free circulation of goods within the OECS Economic Union Area.

##### 3.1.2 Key Audience Groupings

Table 1.0 below highlights the key audiences of this Consultancy.

<b>Table 1.0: Key Audiences of the Consultancy</b>		
<b>KEY STAKEHOLDERS</b>	<b>OECS Commission</b>	Director General
		OECS Commissioners
		Staff of the OECS Commission
	<b>Political Directorate</b>	OECS Authority
		Council of Ministers
		Leaders of the Opposition
		Members of Parliament
	<b>OECS Institutional Framework Free Circulation of Goods</b>	Regional Task Force on Free Circulation of Goods Regime
		Sub-Committees of the Regional Task Force on Free Circulation of Goods Regime
		National Working Groups on Free Circulation of Goods Regime
	<b>Government Entities</b>	Ministries, Agencies and Departments
		Government Information Services
	<b>Media Associations across OECS Member States</b>	
<b>Economic Operators</b>		
<b>Consuming Public/Consumers</b>		
<b>OECS Development Partners</b>		
<b>OECS Citizenry</b>	Citizens of OECS Protocol Member States	
	Citizens of OECS Associate Member States	
<b>OTHER STAKEHOLDERS</b>	<b>Other Stakeholders</b>	Countries considering OECS membership
		Investors
		Regional and International Trading Partners

#### 3.2 Specific Tasks and Activities

The Consultant(s) will:

1. Participate in an Inception Meeting with Compete Caribbean and the OECS Commission to discuss elements of the consultancy, clarify key issues and obtain greater insight into the existing communication strategy and vision of the OECS Commission in respect of the operationalization of the OECS Customs Union to facilitate the free circulation of goods. The Communications Strategy of the OECS Commission will be provided by the Commission.

2. Develop three animations that effectively explain the operationalization of an OECS Customs Union to facilitate the free circulation of goods in the OECS Economic Union Area. These animations will primarily target all key stakeholders listed in Table 1.0 above. Different animations will however target specific sub-groupings of Key Stakeholders; this will be further discussed and finalized during the Inception Meeting. Each animation should be two (2) minutes long at maximum, but at least one minute and thirty seconds (1:30).

The animations should be made available digitally and on-line for public dissemination.

3. Design and develop an electronic downloadable brochure (E-D Brochure) that clearly outlines the main tenets and benefits of the operationalization of the OECS Customs Union to facilitate the free circulation of goods. The target audience for this communication product will be members of the OECS Commission; the Political Directorate; the OECS Institutional Framework Free Circulation of Goods; and Government Entities. The E-D Brochure will also be placed on the OECS website and will therefore be accessible to the general public. While the OECS Commission will provide the content for this Brochure, the Consultant will be responsible for collating the information and developing reader friendly designs for the presentation of the information as an E-D Brochure.
4. Design a graphical illustration of the concept of free circulation of goods within the Eastern Caribbean Economic Union to be displayed on Billboards. Given the scope of billboards, this product will target all audiences.
5. Produce an instantly appealing and memorable 30 second Jingle to be broadcasted over radio stations across OECS Member States. The jingle shall succinctly explain free circulation of goods and highlight its benefits. This product shall be made available electronically. Given that this product will be broadcasted over various radio stations and other similar outlets, this communication product should be developed for all audiences.
6. Present to the OECS Commission, Compete Caribbean and other stakeholders, draft versions of the Communication Products described in Tasks 2 – 5 (inclusive). These draft communication products will be reviewed and feedback will be provided for improvement, as required.
7. Revise and re-submit final versions of the Communications Products, based on recommendations proffered at Task 7. These products are to be submitted to the Contracting Authority and the OECS Commission for review and approval.

### **3.3 Deliverables**

Upon completion of this assignment, the following deliverables are expected:

1. An Inception Report, which outlines the decisions of the Inception Meeting and clearly identifies the way in which the deliverables under this Consultancy will contribute to the execution of the Communication Strategy of the OECS Commission. Should there be any

changes to the proposed implementation work plan and/or deliverables under the Consultancy, this should also be reflected in the Inception Report.

2. Three (3) Animations highlighting the OECS regional integration process, with particular emphasis placed on the OECS Customs Union, and the free circulation of goods.
3. An Electronic Downloadable Brochure (E-D Brochure), which explains the main tenets of the OECS Customs Union and the free circulation of goods; highlights the potential benefits of free circulation of goods and clarifies the new procedures to be implemented by OECS Protocol Member States.
4. A high quality graphical illustration of free circulation of goods in the Eastern Caribbean Economic Union to be displayed on Billboards across the Eastern Caribbean region.
5. A thirty (30) second Jingle as described above.

### **3.4 Schedule of Payment**

The consultant will be paid in the following installments:

- (i) 10% upon submission and approval of the final Inception Report
- (ii) 25 % upon submission and approval of the final animations
- (iii) 25% upon submission and approval of the final E-Brochure
- (iv) 25% upon submission and approval of the final graphical illustration
- (v) 15% upon submission and approval of the final jingle

### **3.5 Project Coordination and Management**

The technical responsibilities of this consultancy will be coordinated by Mario Umana, Integration and Trade Lead Specialist (INT/TIU) and Project Team Leader. Administrative responsibility of this consultancy will be coordinated by Alejandro Carrion (IFD/CTI and Compete Caribbean's Operations Coordinator). The day-to-day supervision of the consultant will be the responsibility of the OECS Commission in its capacity as focal point for this project.

### **3.6 Characteristics of Consultancy**

Consultancy Category & Modality: Product and Services (PEC) Lump Sum to cover all fees and expenses

Duration of consultancy: 3 months from date of signature of the contract

Work Location: Firm's place of residence and travel to St. Lucia to meet with the OECS as required.

### **3.7 Qualifications**

- Established firm in operation for at least 3 years
- At least three (3) years' experience in developing multi-media communication, including animations
- Qualifications in Communications, Multi-media or an associated discipline
- Experience in developing communication products of a similar nature to those to be delivered under this assignment
- Demonstrated knowledge of OECS regional integration process
- Professional experience in the OECS region. Experience in multiple OECS countries is desirable.

**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 contractuels, 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.*



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