

Terms of Reference

Communication Agency to Support EITI Implementation in Trinidad and Tobago For the Period 2023-2024

I. Background

The Extractive Industries Transparency Initiative (EITI) is a global initiative with the objective of fostering transparency and accountability in the extractive industries by disclosing to the citizens of a country the payments companies make to government independently reconciled with the corresponding receipts declared by government.

The initiative aims at ensuring that figures are audited, certified, validated and accessible to the citizens of the host country. In this way, the EITI contributes to consolidating and improving governance in resource rich countries, acts as a disincentive to corruption and reduces conflict. [The EITI](#) is managed by an elected Board of Directors with a Secretariat based in Oslo, Norway.

EITI implementation in Trinidad and Tobago is overseen by a Multi-stakeholder tripartite Steering Committee (SC) comprised of representatives of government, extractive companies and civil society. One of the SC's obligations is the annual publication of an EITI Report. Trinidad and Tobago will be publishing its ninth EITI Report in September.

To achieve EITI compliance, the SC and its Secretariat took a leading role in the necessary processes of requesting companies and governing agencies to report on payments and receipts; overseeing the reconciliation and remediation exercises for the EITI Report and disseminating the report's findings.

The new 2019 [EITI Standard](#) represents a further evolution in transparency. The focus is on making disclosure and open data a routine part of government and corporate reporting, providing information to stakeholders in a timeframe and format that can support its widespread use in analysis and decision-making. This requires the SC to find new approaches to EITI reporting and to ensure EITI Reports are comprehensible, actively promoted, made publicly accessible and contribute to public debate.

The SC wishes to contract a suitably qualified Communications Agency in accordance with the Terms of Reference described herein to provide support services and play a pivotal role in Trinidad and Tobago's ongoing EITI implementation in four areas:

1. Content & Communications strategy
2. EITI Reporting
3. TTEITI Brand Recognition & Brand Impact
4. Systems for Effective Project Management & Project Collaboration

II. Objectives of the Consultancy

The objectives of this consultancy are:

1. To develop and execute an overarching strategy that aligns with the new EITI Standard and EITI Reporting requirements and helps the TTEITI achieve its organisational goals including increased awareness of its work among all stakeholders as well as active civil society participation.
2. To design, develop and promote T&T EITI Reports for fiscal year 2021 (due by 30th September, 2023) using short and long-form digital storytelling such that the report works to increase public engagement and impact while supporting analysis and decision making in resource governance.
3. To enhance TTEITI brand impact and brand fame.
4. To develop a workflow management system to enhance collaboration across all projects with the TTEITI SC/ Secretariat.
5. To assess and demonstrate the impact of all activities undertaken.
6. To manage the TTEITI's website, social media platforms and email marketing tools.
7. To facilitate retreat planning; training of secretariat and steering committee in virtual workspace tools, website content management and email marketing tools.
8. To develop and implement any other approaches and/or activities that further the work of the TTEITI.

III. Characteristics of The Consultancy

Consultancy type: Local Agency/Firm

Duration: One (1) year contract

Place of work: Trinidad and Tobago.

Qualifications:

The Communications Agency shall have the following experience and capacity:

- a) 5-10 years' experience in the area of communications marketing;
- b) A dedicated Key Account Manager who will be assigned to oversee TTEITI Communication Activities;
- c) Experience in managing communication and advocacy projects for not-for-profit organisations;
- d) Experience with stakeholder engagement where target audiences include Government Officials, civil society organisations, community based organisations, youth and the general public;
- e) Knowledge and awareness of the EITI and the TTEITI as well as the extractive industries in Trinidad and Tobago;
- f) In-house capacity or demonstrated outsourcing capacity to design and develop short and long-form digital storytelling;
- g) Demonstrated capacity to produce high quality, creative and innovative multi-format content for print, radio, and digital channels;
- h) Experience working and developing relationships with media organisations and ability to leverage coverage from those organisations;

IV. Proposal Evaluation

Proposals will be evaluated according to the following:

- Firm's proposal articulates a clear communication strategy and goals to achieve it.
- Proposal shows concrete details on execution and implementation establishing a solid connection between content and the TTEITI's work plan.
- Proposal shows clear understanding of the differences between legacy media and self-contained digital platforms and articulates a strategy for each channel.
- Proposal has a strong media and public affairs focus.
- Firm has strong experience in the area of communications, multi-format content marketing, editorial, digital storytelling, press and PR and understands all aspects of content development, distribution, measurement, design thinking and user experience.
- Firm has demonstrated knowledge of and experience using innovative digital tools and methods to manage content and execute communications and marketing projects.

- Firm has demonstrated subject-matter expertise in extractive industries and understands the major issues, challenges, ideas and audiences at the forefront of the anti-corruption and transparency movement in Trinidad and Tobago.
- Firm's financial proposal which cannot exceed TT\$ 500,000.
- Firm's performance in interview. Please note: A maximum of three key representatives from short listed firms will be invited to attend a face-to-face interview with representatives of the SC and Secretariat.

V. Tender Process and Criteria

The SC invites eligible Communication Agencies with the requisite experience and capacity to indicate their interest in providing the foregoing services by the submission of a proposal for consideration. Each submission will be scored out of a total **100 points** as outlined previously.

Prior to the submission of the proposal and in the spirit of open communication, eligible firms may secure, if necessary, a meeting with key TTEITI personnel to ask questions which may improve their understanding of the desired outcomes.

Interested firms are requested to submit their proposals via email to dgrandison@tteiti.com no later than **Monday, 13th February 2023 at 3:00 PM.**

For further information, please visit the [TTEITI website](#) or contact TTEITI Project Officer, Diandra Grandison at dgrandison@tteiti.com or call **225-4334 ext. 2514.**

Proposals should be addressed to:

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International Waterfront Centre
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Port of Spain
Trinidad and Tobago