

DRAFT TERMS OF REFERENCE

CONSULTANCY SERVICES FOR THE DEVELOPMENT OF A MARKETING AND COMMUNICATIONS STRATEGY AND PROMOTIONAL CAMPAIGN FOR TRINIDAD AND TOBAGO'S TRADE FACILITATION ENQUIRY POINT

1. BACKGROUND

1.01 International trade plays a pivotal role in the development of the Trinidad and Tobago economy with the country boasting a trade to Gross Domestic Product (GDP) ratio of 59% in 2019. For the GOTT, trade is seen as a crucial driver of economic growth, poverty alleviation, unemployment reduction and development, and a key avenue for economic diversification from dependence on oil revenues. Against a backdrop of declining economic growth over the last decade^{1/}, GOTT embarked upon renewed efforts to diversify, enhance the competitiveness of its economy, and undertake other necessary reforms.

1.02 Trinidad and Tobago is party to several agreements aimed at improving trade facilitation in the import and export of goods and services^{2/}. These agreements also seek to simplify and harmonise local and international practices with respect to data collection, presentation, communication, and processing related to trade. The ultimate objective is to reduce the costs and delays associated with such procedures to improve the ease of doing business and further result in more competitive exports. The overall scope of the commitments is set out in the World Trade Organisation (WTO) Trade Facilitation Agreement (TFA) which was ratified by Trinidad and Tobago in 2015. The TFA is reinforced by provisions in the CSME, in the CARIFORUM – EU EPA, as well as outlined in various bilateral agreements to which the country is also party.

1.03 Under the TFA, the country has committed to several facilitation measures, including pre-shipment inspection, temporary admission of goods for inward and outward processing, electronic payment for customs clearance and acceptance of copies for customs procedure. Upon signature of the TFA, the GOTT notified to the WTO that ten reforms were undertaken as Category A commitments^{3/}. Definitive dates for implementation of Category B^{4/} and C^{5/} commitments were notified in September 2018 and a number of reforms in this regard are being undertaken with the assistance of an Inter-American Development Bank (IDB) loan.

^{1/} Before 2009, the long-term average growth rate was around 8%, but it decreased to around 1% after 2009 due to a series of negative shocks to global commodity demand and prices attendant on a general slowdown in global growth. This 1% growth rate is significantly lower than the growth rate of other developing countries (average growth rate of developing countries was 5.5% for this period). Mineral products (including fuels) remain the largest export category; their share declined over the review period, from 56% in 2012 to 45.5% in 2017. The United States is Trinidad and Tobago's top trading partner, for both imports and exports (International Monetary Fund).

^{2/} For the United Nations Conference on Trade and Development (UNCTAD), any measure that eases a trade transaction and leads to time and cost reductions in the transaction cycle fits into the category of trade facilitation.

^{3/} These are provisions that the Member will implement by the time the Agreement enters into force (or in the case of a least-developed country Member within one year after entry into force).

^{4/} Provisions that the Member will implement after a transitional period following the entry into force of the Agreement. The transitional period for Trinidad and Tobago was two years.

^{5/} Provisions that the Member will implement on a date after a transitional period following the entry into force of the Agreement and requiring the acquisition of assistance and support for capacity building.

1.04 In the TFA, Article 1.3 mandates that members establish or maintain one or more enquiry points to answer reasonable enquiries of governments, traders, and other interested parties on matters covered by Article 1.1 of the TFA and provide the requisite forms and documents. Article 1.1 covers inter alia matters related to procedures for importation and exportation, applicable duties and taxes, fees and charges, laws and regulations and tariff quotas. Trinidad and Tobago currently operates National Enquiry Points in accordance with its commitments under the WTO Agreements on Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary Measures (SPS) which are housed at the Trinidad and Tobago Bureau of Standards, and the Ministry of Agriculture, Land and Fisheries respectively. These existing enquiry points were created to address matters specifically related to SPS and TBT and are required by the WTO under the respective multilateral agreements.

1.05 However, there is no established national mechanism to deal with trade queries of the kind referred to in the TFA. In practice, *ad hoc* queries are received from different channels, such as through ministry websites, written correspondence to the heads of organisations or emails directly to staff. When received by agencies or ministries, depending on the nature of the matter, the queries are either addressed, or forwarded to the responsible agency. However, there is no designated system which allows for easy follow-up and tracking of referred issues with responsible officers to ensure that they are addressed. In some instances, queries are assigned to officers based on availability in their work schedule, but the assigned officers may not always have the resources to respond or are not aware of where the information can be found. This may result in long response times to queries, and open-ended, unresolved queries. In the absence of formal mechanisms to keep records of queries and the responses provided, when similar enquiries arise and are handled by different officers, unnecessary time is spent duplicating work and research. This leads to wastage of resources, and in some instances, causes frustration among institutions when officials are asked to answer similar questions routinely.

1.06 The National Trade Facilitation Committee of Trinidad and Tobago (NTFC) has recognised the important role that the Trade Facilitation Enquiry Point (TFEP) can play in increasing transparency in the local trading environment and improving the overall ease of doing business in Trinidad and Tobago. The NTFC at its Fourth Regular Meeting in September 2016 agreed to the use of a coordinated mechanism for its national TFEP wherein MTI will act as the focal point for receiving queries, dissemination to relevant stakeholders, and compilation of responses for transmission to the requesting party. The TFEP to be established in the MTI will be in addition to the two existing enquiry points and will cover all areas relating to Trade Facilitation and will establish linkages with the SPS and TBT enquiry points where necessary. The MTI TFEP would also assign the relevant queries to the SPS and TBT enquiry points.

1.07 It is in the context of local trade and fulfilling obligations of the TFA that the MTI applied to the 11th EDF CARIFORUM – EU EPA and the CSME Standby Facility for Capacity Building to undertake a project for the establishment of a TFEP. Trinidad and Tobago has notified Article 1.3 – Enquiry Points as a Category C commitment to the WTO thereby indicating its need for donor support to implement this obligation.

2. OBJECTIVE OF THE CONSULTANCY

2.01 The objective of this consultancy is to develop a Marketing and Communications Strategy and a Promotional Campaign for Trinidad and Tobago's Trade Facilitation Enquiry Point.

3. SCOPE OF CONSULTANCY SERVICES

3.01 The consultant's scope of work is understood to cover all activities necessary to accomplish the stated objectives of the services, whether or not a specific activity is cited in these Terms of Reference (TOR). This includes the engagement of a communication team, generation of content for print, electronic and digital (including social media) and articulation, in an agreed format of the logistical requirements of the Trade Enquiry Focal Point and planning an execution of an event launch, within specified timelines as listed below:

- (a) Conduct an analysis of the communication environment including existing resources, stakeholders and target audiences. The consultant will be required to:
 - (i) Meet with the Project Team with the aim of determining the requirements for the various outputs.
 - (ii) Identify differentiated target audiences for TFEP, taking into account its purpose and intended users.
- (b) Develop Marketing and Communications Strategy. The consultant will be required to:
 - (i) Engage communications team.
 - (ii) Develop overall branding concept for Trinidad and Tobago's TFEP, including brand name, logo and tagline and guidelines for use
 - (iii) Conceptualise, design and develop differentiated information, education and communication materials to enhance awareness, understanding and knowledge on use of the TFEP tailored for key stakeholders in the form of videos, tutorials, presentations and other forms of electronic and print collateral in alignment with guidelines and present mock-ups of concepts and designs.
 - (iv) Develop and design creative content for marketing purposes using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc. in alignment with guidelines and present mock-ups of concepts and designs.
 - (v) Develop and design content strategy for digital media platforms in alignment with guidelines and present mock-ups of concepts and designs.
 - (vi) Specify appropriate communication channels and timings, differentiated dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders and audiences.
 - (vii) Make timely amendments to submissions based on feedback while also ensuring all final artwork/products are both visually appealing and on-brand.
 - (viii) Develop and execute promotional campaign for TFEP.
 - (ix) Formulate a two-year Strategy and Action Plan for communications and marketing focused on the TFEP post project implementation.

- (x) Plan and Execute Launch of TFEP. The consultant will be required to:
 - (i) Coordinate logistical arrangements for launch of the TFEP with key stakeholders.
 - (ii) Undertake promotion of event launch.

4. DELIVERABLES AND REPORTING REQUIREMENTS

4.01 The Consultant will report to MTI and will be required to submit deliverables in accordance with the following deliverable schedule:

Deliverables	When
Inception Report and Implementation Schedule	5 days after commencement of services
Draft Marketing and Communications Strategy, including Promotion Campaign	20 days after approval of Deliverable 1
Presentation of the Marketing and Communications Strategy and Promotional Campaign inclusive of all designs and concepts	15 days after approval of Deliverable 2
Final Marketing and Communications Strategy, including Promotion Campaign	15 days after approval of Deliverable 3
Launch of TFEP	5 days after approval of Deliverable 4

5. SUPERVISION OF THE CONSULTANT

5.01 MTI will facilitate the work of the Consultant and make available all studies, reports, and data relevant to the completion of the Project. MTI will assign the Project Coordinator, or other designated person to act as liaison between the MTI and the Consultant. The representative will also assist with the arrangement of meetings and logistics support.

6. QUALIFICATIONS AND EXPERIENCE OF THE CONSULTANT

6.01 The prospective Consultant should have at minimum, the following qualifications and experience:

- (a) A first-degree in Communications, Marketing, Public Relations, Advertising, Fine Arts, or a related field.
- (b) At minimum, seven (7) years of professional experience in Public Relations, Communications, Marketing, Advertising or a related field.
- (c) At least five (5) years' experience in drafting and summarising communications documents based on technical reports and papers.
- (d) At least five (5) years' experience in editing and proofreading.
- (e) A strong portfolio of illustrations, graphics, and animations.
- (f) Able to conceptualise, plan and execute innovative ideas.

- (g) At least five (5) years' experience working with government on communicating strategic issues and policies will be an asset.
- (h) The ability to work within stipulated timelines and with rigorous schedules.
- (i) Ability to synthesise complex documents into key messages.
- (j) Excellent written and oral communications skills, specifically in developing public awareness materials.
- (k) Meets deadlines and manages time efficiently.
- (l) The ability to develop content of all marketing campaigns and the following branding and marketing materials for the Project:
 - (i) Media Content (Short videos and tutorials).
 - (ii) Print material.
 - (iii) Digital material (Website and social media content).
 - (iv) Any other appropriate materials or medium in the marketing campaign for effective execution of the Project
- (m) The ability to undertake the logistical requirements for launch of TFEP.
- (n) Fluent in English.

7. DURATION

7.01 The assignment is for 20 person-days over a period of three (3) calendar months.