

## TERMS OF REFERENCE

### DEVELOPMENT AND IMPLEMENTATION OF GENDER RESPONSIVE AND SOCIALLY INCLUSIVE COMMUNITY COMMUNICATIONS AND WATER CONSERVATION TRAINING

#### 1. BACKGROUND

1.01 The **Government of Grenada (GOGR)** has received financing from the Caribbean Development Bank (CDB), towards the cost of Southern St. George Water Supply Expansion Project (the Project). The financing is from funds provided by the United Kingdom, through the Foreign, Commonwealth and Development Office (FCDO), to CDB, under the United Kingdom Caribbean Infrastructure Partnership Fund (UKCIF). The Project is primarily a response to water shortages in the dry season in the south of mainland Grenada. The expected outcome of the Project is increased access to a reliable and sustainable supply of potable water within the targeted water network in Grenada, and a gender responsive, climate-resilient, economically, and technically sound solution for water supply improvement.

1.02 Southern St. George is currently supplied mainly by the Annandale Water Supply Network (AWSN). It is the most densely populated area of mainland Grenada, with a mix of residential and commercial usage, including the largest concentration of tourism-related infrastructure. The area is already experiencing challenges with a reliable year-round water supply, a situation that will be worsened with the impact of climate change.

1.03 The Project proposes to augment the AWSN by connecting it to the Concord Water Supply Network (CWSN) to the north-west, which is supplied by the Concord Water Treatment Plant on the Black Bay River. The opportunity will also be taken to repair and upgrade the St. George's Sewerage System, to minimise the future impact on residents and businesses from the disruptions associated with working on narrow, heavily trafficked roads. Communities along the Black Bay River will also be engaged in order to protect the resource and livelihoods.

The Project will be executed by the National Water and Sewerage Authority (NAWASA), through its Planning and Development Department (PDD), and is overseen by the Ministry of Infrastructure & Physical Development, Public Utilities, Civil Aviation & Transportation.

1.04 The Project will provide additional water to the existing system in the south of St. George, contributing to improved health, well-being, and economic productivity among the beneficiary population, particularly for the most vulnerable. Approximately 14,875 persons, or 14.1 % of the national population (50.4% females and 49.6% males) will directly benefit from a reliable water supply network by end of 2025. In addition, an estimated 18,662 students and faculty, across 34 academic institutions are targeted as direct beneficiaries. Likewise, a total of 1,442 business accounts (75% male owned accounts) are likely to be serviced by the upgraded and expanded Concord Water Supply Network. Improved living conditions and overall quality of life will be attained by water challenged communities such as Grand Anse, The Limes, Frequente, Mont Tout and the area above Happy Hill Secondary School. GOGR recognises the importance of integrating social and gender considerations into the Project to mitigate against social risks and to improve the quality of life and well-being of communities within the footprint of the Project.

1.05 From a gender perspective, consistent supply and improved quality of water is predicted to positively impact both males and females and is highly likely to reduce the burden on women associated with carrying out domestic and reproductive responsibilities. According to the 2018 G-CREWS project report, there is an unequal division of labour in the household with women in Grenada shouldering the large burden including those related to the use and management of water. There is a need for gender

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responsive and socially inclusive water conservation education for the above water challenged communities for consumers to utilise equitable and sustainable water resources management practices.

1.06 During stakeholder consultations at appraisal, and in sync with the findings of the Environmental and Social Impact Assessment, participants articulated the need for targeted actions to advance gender equality that take into account the existing norms and forms of discrimination with: (i) water conservation education that examines gender and social inclusion; (ii) awareness around gendered occupational segregation in the water sector, to foster participation and access to employment opportunities for vulnerable groups within the project (iii) communicate in a gender responsive and socially inclusive manner public information around project activities.

1.07 The Spotlight Initiative, which closed in December 2023, focused on addressing all forms of family violence, which covers physical, social, sexual, economic and emotional abuse and acts of aggression within relationships that are considered as family connections or akin to family connections. The reports and knowledge tools produced by the Spotlight Initiative could serve as guides or reference tools to inform the UKCIF project activities related to increasing community awareness of Sexual Exploitation and Abuse and Sexual Harassment (SEAH), gender-based violence (GBV).

1.08 GOCR wishes to undertake a consultancy to provide: (i) water conservation training that mainstreams gender equality and social inclusion; (ii) increase community awareness on GBV support services and referral pathways for survivors; (iii) gender responsive and socially inclusive communications that foster participation and access to employment opportunities and activities for the projects.

**2. OBJECTIVE**

2.01 The objective of this consultancy is to develop and deliver gender responsive and socially inclusive communications about the employment opportunities and project activities, to link communities with relevant Projects and other community supports for GBV, and deliver gender responsive and socially inclusive water conservation training, for the most water challenged communities within the project. The consultancy will aim to develop knowledge on water conservation and to contribute to eliminating gender-based discrimination and gender stereotypes.

**3. SCOPE OF SERVICE**

3.01 The Consultant will perform all communications work and analyses to realise the above-mentioned objectives. The Consultant will undertake desk and fieldwork, and consultation with relevant persons to avoid duplication and build on other relevant initiatives, including those provided through working within the communities on GBV such as the work completed by the Spotlight Initiative; as well as gender focal points in the relevant ministries; the project Environmental Specialist, Social Specialist and Community Liaison Officer; the Environmental and Gender Specialists from the G-CREWS Project; and the NAWASA Communications Specialist as well as the responsible division of the Ministry of Social and Community Development, Housing and Gender Affairs. Specifically, the Consultants will:

- (a) Develop and deliver gender responsive and socially inclusive water conservation training with key focus on encouraging equitable access, benefits and control, and participatory decision making in sustainable management of natural resources, building awareness on mainstreaming the Gender Equality and Social Inclusion (GESI) agenda in water conservation, and its linkages with conservation threats, drivers and challenges, and safeguarding gender and social equality issues;

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- (b) Link the water challenged communities with the existing programmes to address GBV as conducted by stakeholders such as the relevant Ministries, Non-Governmental Organisations (NGOs), Community-Based Organisations (CBOs) and other partners who are providing support services in these areas;
- (c) Develop gender responsive and socially inclusive communications around gendered occupational segregation, to foster the participation and access to employment opportunities for men, women, youth, Persons With Disabilities (PWDs) and about activities within the project itself;
- (d) Produce communication materials and products that portray women, men, girls, boys, and vulnerable groups in non-stereotypical roles through consultation with stakeholders within the community via multiple media channels, including a Community Communications and Water Conservation Training Toolkit to be used in communities and schools;
- (e) Design communication products and outreach packages in consultation with stakeholders, including banners, leaflets, brochures, templates, public service announcements and other knowledge products, in line with GOCR's and CDB's branding and editorial guidelines, for multiple channels, including, print, radio, television, websites, and social media;
- (f) Ensure that communication products target the most water challenged communities, among them PWDs, youth, men and women, boys and girls, and information on water conservation that mainstreams gender and social inclusion, communications and information on organisations engaged in addressing GBV and gender responsive and socially inclusive communications around employment opportunities and project activities may be accessed. Two-way sharing of information should take place with NAWASA Human Resources and Communications and other key stakeholders within the project (Environmental Specialist, Gender Specialist and Community Liaison Officer), with organisations that are providing services to survivors of GBV and stakeholders working on water conservation education. The communication products should be disseminated in print and electronic format, as required. All templates/materials/files must be provided in "editable" formats;
- (g) Field test communications materials and review draft outputs via Stakeholders' Validation Workshop(s) with key stakeholders in the public, private and NGO sectors, including educational institutions/schools in the Project Area and incorporate feedback into the Final Communications and Training Programme;
- (h) Liaise with relevant donors (GIZ) and Ministries in producing a Community Communications and Training Toolkit for CSOs within the water challenged communities particularly in the Project Area; and
- (i) Implement the training within targeted water challenged communities using gender-responsive, socially inclusive and culturally appropriate modalities that incorporate community/local, NGO, CBO, and institutional knowledge in Grenada, and messages developed by sub-population groups including women, youth, men, PWDs to increase buy-in for implementation.

#### **4. REPORTING**

4.01 The following reports shall be submitted at the times indicated below:

- (a) Inception Report within two weeks of commencement of the assignment.
- (b) *Draft Community Communications Programme and Water Conservation Training Toolkit* and related products for field-testing and validation with, within three months of commencement of the assignment.
- (c) *Final Community Communications Programme and Water Conservation Training Toolkit* and implementation framework, within five months of commencement of the assignment.
- (d) *Interim Report No. 1* on implementation of the Community Communications Programme and Water Conservation Training Toolkit, within 8 months of commencement of the assignment.
- (e) *Interim Report No. 2* on implementation of the Community Communications Programme and Water Conservation Training Toolkit, within 10 months of commencement of the assignment.
- (f) *Implementation Report for the Programme*, the final draft of which must be submitted no later than 1 month before the end date of the consultancy.

4.02 NAWASA, through the Project Coordinator (PC), will provide feedback to each of the deliverables described above within 21 days of receiving the Report. All submissions shall contain sex, disability and age cohort disaggregated data and critical gender analysis.

4.03 Deliverables will be reviewed and certified as satisfactory by NAWASA. They must be submitted electronically in pdf format as well as in an original editable Microsoft Office format.

#### **5. IMPLEMENTATION ARRANGEMENTS**

8.01 5.01 NAWASA has appointed a Project Team Lead (PTL) and has engaged a PC as well as a Community Liaison Officer (CLO). The PTL will facilitate participation of NAWASA's Communications Specialist and Human Resources Manager in the consultancy. The PC, through the CLO to whom the Consultant shall report directly, will facilitate the work of the Consultant and make available, through the CLO, all relevant project-related reports and data relevant to completion of the assignment. The PC will act as liaison between the consultants, CDB and GOGR officials and stakeholders, and will assist as necessary with arranging meetings with stakeholders.

8.02 The Consultant will be responsible for their own logistics such as local and air transportation and accommodation in Grenada for the purpose of the assignment.

#### **6. QUALIFICATIONS AND EXPERIENCE**

6.01 The firm shall have a minimum of five years of experience in gender and development, community development, gender responsive and socially inclusive communication, social marketing and public education in the traditional and new media industry, experience in community water resources management practices and developing and delivering water conservation training that promotes the

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GESI agenda. They should also have demonstrable expertise and a minimum of two years' experience in public relations, digital and social media strategy, graphic design, and video production. At least five years' similar experience on at least two similar projects successfully completed as the lead firm in the region may be an asset. They should demonstrate proven capacity, skill, and knowledge to carry out the assignment and the organisational/institutional capacity to deliver the services and have excellent communication skills, both orally and in writing, including fluency in written and spoken English is essential

6.02 At a minimum the firm should have the following experts as part of the team:

1. Social and Gender Specialist

- a) A minimum of a Bachelor's degree in the Social Sciences.
- b) A minimum of five years of experience in gender and development, community development, gender responsive and socially inclusive communication, social marketing and public education in the traditional and new media industry.
- c) At least five years' similar experience in the region is considered an asset.
- d) Proven capacity, skill, and knowledge to carry out the assignment and the organisational/institutional capacity to deliver the services.
- e) Excellent communication skills, both orally and in writing, including fluency in written and spoken English is essential.

2. Environmental Health Specialist

- f) A minimum of a Bachelor's degree in the Environmental Health Sciences or Natural Sciences or other relevant qualification. Certification in Public Health may be considered an asset.
- g) A minimum of five years of experience in community development, gender responsive and socially inclusive communication, public education in the traditional and new media industry, and experience in community water resources management practices and developing and delivering water conservation training that promotes the GESI agenda.
- h) At least five years' similar experience in the region is considered an asset.
- i) Excellent communication skills, both orally and in writing, including fluency in written and spoken English is essential.

3. Public Relations and Digital Media Specialist

- a) A minimum of a Bachelor's Degree in Public Relations, Communications, Marketing or other relevant qualification. A certificate in digital media, digital marketing or similar may be considered an asset.
- b) A minimum of two years' experience in public relations, digital and social media strategy, graphic design, and video production.
- c) Regional experience is an asset.
- d) Proven capacity, skill, and knowledge to carry out the assignment and the organisational/institutional capacity to deliver the services.
- e) Excellent communication skills, both orally and in writing, including fluency in written and spoken English is essential.

**7. DURATION**

7.01 It is expected that the assignment will require a level of effort of 100 person days over a 14-month consecutive period, commencing October 2024 until November 2025.