



**Institution:** Inter-American Development Bank (IDB)

**Country:** Belize

**Project:** Solid Waste Management Project II (SWMP II) and Non-reimbursable Technical Cooperation- Innovation in the Solid Waste Management Sector in Belize

**Sector:** Waste Management

**Abstract:** Individual Consulting Service for the **design and implementation of communication campaign**. The objective of this consultancy is to design and implement an innovative awareness campaign to promote source separation, composting, and the 3 Rs (Reduce, Reuse, Recycle) in key tourist areas (Caye Caulker and Placencia).

**Loan No.:** ATN/JF-17360-BL

**Deadline:** February 11, 2022

The Government of Belize (GOB) has received financing from the *Inter- American Development Bank (IDB)*, towards the cost of the Solid Waste Management Project II and a Non - reimbursable Technical Cooperation- Innovation in the Solid Waste Management Sector in Belize and intends to apply part of the proceeds for an Individual Consultant for the design and implementation of a communication campaign to promote source separation, composting, and the 3 Rs (Reduce, Reuse, Recycle) in key tourist areas (Caye Caulker and Placencia).

The consulting services (“the Services”) include the following activities:

#### **A) SPECIFIC RESPONSIBILITIES**

Specific responsibilities will include:

1. Review of all documentation available on previous Communication Strategies and campaigns on proper solid waste management in Belize and elsewhere in Latin America and the Caribbean.
2. Liaise with the BSWaMA and the designated representatives in Caye Caulker and Placencia to create a campaign that is consistent with the project theme and goal.
3. Design an innovative awareness campaign aimed at producing behavioral changes for the way residents, tourists, businesses, commerce, and industry manage and perceive solid waste. This campaign should include, but not be limited to, composting of the organic fraction at the household level and potentially the commercial level, source separation at the household level and potentially the commercial level, promotion of 3R’s promotion of waste minimization strategies to decrease the amount of municipal solid waste generated



and propose viable incentives to reduce the use of different types of materials including single-use plastics.

4. Assist the BSWaMA in the implementation of the campaign in the two key tourist destinations mentioned above.
5. Supervise and monitor the execution of the awareness campaign with surveys and propose changes to the design of the campaign if needed, to maximize its impact.

## B) QUALIFICATIONS AND EXPERIENCE

**Education:** The candidate will have a minimum of an Associate degree in Marketing, Communications, Business Administration, or similar field. A Bachelor's Degree in any of these fields will be a plus. A high school diploma with 5 years of general work experience will be considered in lieu of an Associate degree.

**Experience:** The consultant will have at least 5 years of general work experience with 3 years of specific work experience in the field (campaign management, product development/promotion, or public relations) with a demonstrated ability to design and implement awareness campaigns for an activity or product. A catalog of previous work in graphic design using Photoshop or other relevant computer program, and videography samples are required with your submission.

**Languages:** English

## C) TERMS OF ENGAGEMENT

- Type of contract and modality: Individual Consultant
- Length of contract: 60 days over 5 months
- Estimated start date: March 2022

Location: Consultant's office and Belmopan - BSWaMA offices. N.B.: Due to Covid-19, consultants are encouraged to work remotely.

The *Ministry of Natural Resources, Petroleum and Mining* now invites eligible individual consultants to indicate their interest in providing the Services. Interested individual Consultants may send their application letter and Curriculum Vitae (CV), and other relevant supporting documentation (inclusive of previous graphic design and videography work)/ comprehensive catalogue in a non-protected accessible virtual folder to the email address listed below.

Consultants will be selected in accordance with the procedures set out in the Inter-American Development Bank: [\*Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank\*](#) - GN-2350-15, and is open to all eligible candidates as defined in the policies.



The individual consultant will be selected in accordance with the Selection of Individual Consultants method set out in the Consultants Policies.

Further information and a copy of the Terms of Reference can be obtained via the email address below during office hours: Monday to Friday, 9:00 a.m. to 4:00 p.m. local time.

Expressions of interest should be submitted to the email address below by Friday February 11, 2022, at 2:00 p.m.

**(Submission must be made in an organized manner-One complete PDF file for application letter and CV and a folder containing sample of previous work)**

### **Belize Solid Waste Management Authority**

Attn: Mrs. Melanie Gladden, Procurement Officer

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