



Government of the Republic of Trinidad and Tobago

**Ministry of Trade and Industry**

# **REQUEST FOR PROPOSALS**

**Consulting Services for the Development and Implementation of a  
National Awareness Campaign for the Yachting Industry**

**RFP: 01/DINACYI/MTI-2019**

**Issue Date: June 17, 2019**

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**SECTION 1.0**  
**LETTER OF INVITATION**



Government of the Republic of Trinidad and Tobago

**Ministry of Trade and Industry**

**Section 1.0**  
**Letter of Invitation**

**Title: Development and implementation of a National Awareness Campaign for the Yachting Industry**

**Reference No.: 01/DINACYI/MTI-2019**

The Client hereby invites sealed Proposals for the development and implementation of a National Awareness Campaign for the Yachting Industry. The Terms of Reference enclosed provides specific details regarding the Services to be performed.

Please be instructed by the following:

1. This invitation is open to limited liability companies registered in Trinidad and Tobago only.
2. Any clarification must be directed to the Manager, Corporate Communications, Ministry of Trade and Industry using the contact information provided below no later than fourteen (14) days before the deadline for submission of proposals.

**Manager Corporate Communications**  
**Ministry of Trade and Industry**  
**Level 17 Nicholas Tower**  
**63-65 Independence Square**  
**Port of Spain, Trinidad and Tobago**  
**Email: [mti-corporatecommunications@gov.tt](mailto:mti-corporatecommunications@gov.tt)**

3. Bidders should include “**Tender for the development and implementation of a National Awareness Campaign for the Yachting Industry**” in the subject of the email regarding their questions and queries. Responses to all questions and queries will be forwarded to all Bidders via email.
4. The Technical and Financial Proposals are to be submitted together in two (2) separately sealed envelopes, each containing one (1) original and four (4) copies. Additionally, a soft copy of the Technical and Financial Proposals are to be submitted on separate flash drives in the respective sealed envelopes. **The name**

**and address of the Chief Executive Officer, Executive Director or Senior Manager of the Service Provider must be printed on both envelopes.** The envelopes must also be clearly marked on the outside:

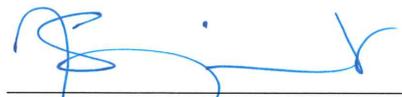
**“Tender for the development and implementation of a National Awareness Campaign for the Yachting Industry”**

Envelope #1 - **Technical Proposal**

Envelope #2 - **Financial Proposal**

5. Envelopes must be deposited in the white tender box labelled **“Proposal for the development and implementation of a National Awareness Campaign for the Yachting Industry”** located on the eastern side of the 16th floor, Ministry of Trade and Industry, Nicholas Tower, Independence Square, Port of Spain, not later than **2:00 pm** (local time) on **July 22, 2019**. Bidders should note that the dimensions of the slot in the tender box are **37.5cm x 5.5cm**, and as such, Proposals should be packaged accordingly.
6. Envelopes should be addressed to:  
  

**The Permanent Secretary  
c/o Manager Corporate Communications  
Ministry of Trade and Industry  
Level 16, Nicholas Tower  
63 – 65 Independence Square  
Port of Spain**
7. The successful Service Provider will also be required to enter into a written Contract with the Client upon notification of an award of Contract.
8. Late Proposals will **NOT** be considered in any circumstances.
9. The Client does not bind itself to accept any Proposal.
10. Proposals would be evaluated in accordance with the evaluation criteria and methodology outlined herein.
11. The Client reserves the right to cancel the bidding process in its entirety or partially without defraying any cost incurred by any individual, partnership or company in the preparation and submission of its Technical and Financial Proposal.



**Permanent Secretary (Ag.)**  
Ministry of Trade and Industry  
June 17, 2019

## **DEFINITIONS:**

- (a) **“Bidder”** also referred to as the **“Service Provider”** means any limited liability company that will provide Services to the Client under a contract;
- (b) **“Client”** means the Ministry of Trade and Industry;
- (c) **“Consultant”** means any limited liability company that will provide Services to the Client under a contract;
- (d) **“Contract”** means the contract signed between the Client and the Service Provider and all the attached documents listed in said Contract;
- (e) **“Day”** means calendar day;
- (f) **“GoRTT”** means the Government of the Republic of Trinidad and Tobago;
- (g) **“MTI”** means Ministry of Trade and Industry.
- (h) **“Proposal”** or **“Proposals”** means the Technical Proposal and the Price/Financial Proposal;
- (i) **“Services”** means the development and implementation of a National Awareness Campaign for the Yachting Industry to be provided to the Ministry of Trade and Industry in accordance with the Terms of Reference.
- (j) **“Service Provider Personnel”** means the permanent or temporary employees of the Service Provider who have been trained and equipped to perform the services;
- (k) **“Terms of Reference”** (TOR) means the document which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Ministry and the Service Provider , and expected results and deliverables of the assignment;
- (l) **“TTD”** means Trinidad and Tobago Dollars;
- (m) **“VAT”** means Value Added Tax;

**SECTION 2.0**  
**INSTRUCTIONS TO BIDDERS**

## Section 2.0

### Instructions to Bidders

#### **1.0 INTRODUCTION**

1.1 The Client will select a Service Provider from those whose Proposals are deemed eligible and which satisfy the evaluation criteria indicated in 9.4 of this section.

1.2 Bidders are invited to submit a Technical Proposal and a Financial Proposal, for the **Development and implementation of a National Awareness Campaign for the Yachting Industry** for the Client. The Proposal submitted will be evaluated and be the basis for contract negotiations and form part of a signed Contract between the Client and the selected Service Provider.

1.3 Bidders shall bear all costs associated with the preparation and submission of their Proposals, and the contract negotiation process. The Client is not bound to accept any Proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Bidders.

#### **1.4. Conflict of Interest**

1.4.1 The Client requires that Bidders provide professional Services and hold the Client's interests paramount at all times. The Bidder shall also strictly avoid conflicts with other assignments or their own corporate interests and act without any consideration for future work.

1.4.2 Without limitation on the generality of the foregoing, Bidders, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

##### ***1.4.2.1 Conflicting Relationships***

1.4.2.1.1 A Bidder (including its Personnel) that has a business or family relationship with a member of the Client's staff who is directly or indirectly involved in any part of (i) the preparation of the Terms of Reference, (ii) the selection process, or (iii) supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.

Bidders have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Client, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Bidder or the termination of its Contract.

- 1.4.2.1.2 No current GoRTT employees (Public Servant or Contract employee) of the Client or another Ministry, department or agency of the GoRTT shall work as Personnel of the Service Provider. Bidders should note that the recruitment of former GoRTT employees of the Client to work for their former ministries, departments or agencies is acceptable provided no conflict of interest exists. When the Bidder nominates any current GoRTT employee as Service Provider Personnel in their Technical Proposal, such Service Provider Personnel must have written certification from the GoRTT that they are on leave without pay from their official position and allowed to work full-time outside of their previous official position. Such certification shall be provided to the Client by the Bidder as part of their Technical Proposal.
- 1.5 By submitting a Proposal, the Bidder represents and warrants that it has studied and is thoroughly familiar with the requirements and specifications of the Services outlined in the Terms of Reference, with all current labour and market conditions, and with applicable laws, such that the Bidder accepts responsibility for, is prepared to execute and shall completely fulfil all obligations under the proposed Contract. Likewise, the Bidders shall warrant the accuracy and reliability of all information they submit in this process.

## **2.0 PROPOSAL DOCUMENTS**

### **2.1 Proposals must comply with requirements**

- 2.1.1 The Bidder is expected to carefully examine all instructions, conditions, forms and terms. Failure to comply with the requirements of the tendering procedures will be at the Bidder's own risk.

### **2.2 Language of the Proposal**

- 2.2.1 All documents, correspondence, and any other formatted communications shall be written in the English Language (UK).

### **2.3 Communications regarding the RFP**

- 2.3.1. Bidders are required to submit written questions on matters that require clarification. These questions should be raised **not later than fourteen (14) business days** before the deadline for submission of Proposals, to permit the circulation of the responses to all proposers, **without identifying the source**.
- 2.3.2. All communications should be in writing addressed to the Manager, Corporate Communications. Any oral communications shall be considered unofficial and non-binding.
- 2.3.3. All responses shall be made in writing. Only written responses to written communications shall be considered official and binding upon the GoRTT. The Client reserves the right, at its sole discretion, to determine appropriate and adequate responses to written comments, questions, and requests for clarification.

2.3.4 Not all responses will constitute an amendment to the RFP. Only if the Client deems it necessary to amend the RFP as a result of a significant clarification will an amendment be made and an extension be considered.

2.3.5 Written copies of the responses and notifications will be sent to all prospective Bidders that have received the Proposal documents.

### **3.0 PREPARATION OF PROPOSALS**

3.1 The Bidder is expected to examine all terms and instructions included in the Proposal documents. All information requested must be provided.

3.2 Bidders must provide the following in their Proposal:

- (i) The full legal name of the person or entity making the bid, signature, registered office of the Bidder;

3.4 In the case of any discrepancy between the copies of the Proposals, the original will govern. The original and each copy of the Proposal must be prepared in indelible ink and must be signed by the authorised representative of the Bidder.

### **4.0 COSTING OF PROPOSALS**

4.1 The Bidder shall bear all costs associated with the preparation and submission of the Proposals. The Client shall in no case be responsible or liable for these costs regardless of the conduct or outcome of the tendering process.

4.2 By submitting a Proposal, the Bidder accepts that it shall bear any and all costs due to the Bidder's misinterpretation or misunderstanding of the Contract requirements, or because of any information which is known or should have been known to the Bidder, such as the Bidder's labour costs.

### **5.0 INCOME TAX AND VALUE ADDED TAX (VAT)**

5.1 The tax laws of the Republic of Trinidad and Tobago prescribe that all Bidders must comply with all tax obligations to the GoRTT and in this respect all Bidders, **must** submit with their Proposals:

- Valid Income Tax Certificate;
- Valid Value Added Tax Clearance Certificate as issued by the Board of Inland Revenue and dated not more than six (6) months prior to the closing date of Proposals; and
- Valid National Insurance Certificate of Compliance (issued in accordance with the National Insurance Act).

**Failure to do so will result in such Proposals not being considered.**

## **6.0 PROPOSAL VALIDITY**

- 6.1 Bidders must provide in their Proposal, an assurance that their Proposal will remain valid for an initial minimum period of **one hundred and twenty (120) days** from the closing date of the Proposal or as extended in accordance with 6.2 of this section, during which time the Bidders will undertake to maintain the Proposal including named personnel.
- 6.2 In exceptional circumstances, prior to the expiry of the original offer validity period, the Client may ask the Bidder for a specified extension in the period of validity. The request and responses thereto shall be made in writing.

## **7.0 SUBMISSION OF PROPOSALS**

- 7.1 Bidders may only submit one Proposal. **If a Bidder submits or participates in more than one Proposal, all such Proposals shall be disqualified.**
- 7.2 The Proposals must be submitted in two (2) sealed envelopes consisting of the Technical Proposal and the Financial Proposal.

### **7.3 Technical Proposal**

- 7.3.1 A Bidder's Technical Proposal must include the following:
- (a) A brief description of the Bidder's Organization including :
    - A copy of the Bidder's By-laws
    - A copy of the Bidder's Articles of Incorporation
    - A list of the directors of the Company
    - A disclosure statement of conflict of interest, where applicable
  - (b) Comments on the Terms of Reference (TOR).
  - (c) The Bidder's understanding of the Services.
  - (d) The Bidder's professional/technical approach to the delivery of the Services.
  - (e) A detailed Project Plan/ Campaign of the activities, human resource and other needs, and timelines that are proposed to deliver the Services.
  - (f) An outline of any recent work of experience of a similar nature in the subject area of the initiative.
  - (g) Information on the financial capacity of the Bidder:
    - Copies of the Auditor's report together with audited financial statements made in accordance with approved standards for the last two (2) years.

- A Letter of Comfort i.e. a letter from the Bidder's Bank/Financial Entity certifying the Bidder is in good financial standing; and
  - A Statement of all legal claims locally or abroad (previous and pending) against the Bidder or any Sub-Contractor included in the Proposal, which could impact upon the Bidder's ability to perform and/or complete the Services, if successfully contracted to perform the Services.
- (h) Valid Income Tax Certificate, VAT Clearance Certificate **and** valid National Insurance Certificate of Compliance.
- (i) Acknowledgement of any Addenda issued by the Client in response to any queries received by Bidders or for any other reason.

## **7.4 Financial Proposal**

7.4.1 The Financial Proposal must include the following:

- (a) A general Price Summary;
- (b) A detailed description of the fee(s) and the associated breakdown, such as salary, overheads, allowances for the Services to be provided. All activities should be costed out separately, and in the case of those for which no costing information is provided, it will be assumed that they are included in the overall amount cited in the Financial Proposal.
- (c) The Financial Proposal must take into account all local tax liability.

7.4.2 The VAT must be shown in the Proposal price in the Financial Proposal. Failure to do so will result in the Proposal not being considered

7.4.3 Bidders should also indicate their acceptance of the Payment Schedule proposed in the Terms of Reference.

7.4.4 All quoted prices are to be expressed in Trinidad and Tobago Dollars (TTD).

## **8.0 ENVELOPE PREPARATION**

8.1 Bidders are to submit **one (1)** original and **four (4)** copies each of the Technical and Financial Proposals, and mark "**ORIGINAL**" or "**COPY**" as appropriate.

8.2 The original and all copies of the Technical Proposal should be placed in a sealed envelope clearly marked:-

### **a. Envelope A – Technical Proposal**

**“Tender for the development and implementation of a National Awareness Campaign for the Yachting Industry”**

- 8.3 The original and all copies of the Financial Proposal should be placed in a sealed envelope that is clearly marked:-

**b. Envelope B – Financial Proposal**

**“Tender for the development and implementation of a National Awareness Campaign for the Yachting Industry”**

**The Bidder’s name and address must be included on each envelope.**

- 8.4 The envelopes containing the Technical Proposals and the Financial Proposals are **to be placed in a larger envelope, which is also to be sealed**. This larger envelope is to bear the tender title and address of the Client.
- 8.5 The Proposals must be deposited in the **Tender Box** located on **Level 16** no later than **July 22, 2019 at 2:00pm**. Please note that:
- (a) The Tender Box’s slot has the dimensions of **37.5 cm** (length) x **5.5 cm** (width). Proposals should be packaged to fit into this slot.
  - (b) Late submissions will not be accepted.
  - (c) Faxed/mailed Proposals will not be considered.
  - (d) All Proposals will be publicly opened. The Bidder or his authorised representatives may be present at the opening.
  - (e) The Tender Box will be opened at **2:05pm** (immediately after the closing time for submissions).

## **9.0 BID OPENING AND EVALUATION**

### **9.1 Clarification of Bids**

The Client may request in writing, clarification of a Bid by the respective Bidder. This option is to be used only to facilitate the evaluation of Bids. No change in the price or substance of the Bid shall be sought or permitted.

### **9.2 Preliminary Examination of Bids**

- 9.2.1 The Client will examine Bids to ensure they have complied with the requirements stipulated in the Bidding Documents. Bids found to deviate from the stipulated requirements may be deemed non-responsive and thus rejected.
- 9.2.2 A Bid deemed non-responsive and thus rejected, cannot be made responsive by the correction of the non-conformity at this stage.

- 9.2.3 Arithmetical errors will be corrected as follows:
- (a) Discrepancies between unit prices and total prices will be corrected by assuming the unit prices are correct and making the necessary calculations.
  - (b) Words shall prevail if there is a discrepancy between words and figures.
  - (c) If the Bidder does not accept the corrected figures, the Bid will be rejected.

**9.3 Evaluation and Comparison of Bids**

- 9.3.1 Only Bids deemed substantially responsive as indicated in this section will be evaluated.
- 9.3.2 The Client’s evaluation will not take into account any price adjustments and as such the Client will not be liable to bear any such cost.
- 9.3.3 The Ministry of Trade and Industry reserves the right to contact any reference to assist in the evaluation of the proposal, to independently verify information contained in the proposal, and to discuss the vendor’s qualifications with any person or entity not affiliated with the Ministry of Trade and Industry’s office. Finalists may be required to make a presentation of the proposal to the Executive team. Evaluation of the bids shall be undertaken using the following criteria with the points for each as follows:

**9.4 Evaluation Criteria**

Technical Capacity	20%
Relevance and Creativity of Proposal	40%
Proposed Methodology Approach and Implementation	25%
Experience	10%
Financials	5%

- 9.4.1 After completion of the scoring process based on the review criteria, the Ministry of Trade and Industry will determine which, if any, Bidders meet the minimum requirements of 70%. Assuming that such minimum requirements have been met, Ministry of Trade and Industry will require face-to-face interviews/presentations from one or more Bidder.

**9.5 Evaluation Committee**

- 9.5.1 An Evaluation Committee will review the Proposal for responsiveness to the Client’s requirements. Proposal evaluation will be based on a set of evaluation criteria that reflect the relative importance of the various aspects of the Proposal and the Bidder’s submission in relation to the Client’s requirements.
- 9.5.2 The Evaluation Committee reserves the right to check references submitted by any Bidder. Additional information may also be requested from a Bidder about a similar Services provided to former clients.

9.5.3 The Evaluation Committee reserves the right to reject any offers which are not signed, or are in unsealed envelopes, or contain alterations or erasures which are not initialed by a Bidder, without incurring any liability whatsoever.

## **10.0 CONTRACT PRICE**

10.1 The rates and prices shall be fixed for the duration of the Contract and shall not be subjected to adjustment on any account except as otherwise provided in the Contract. The budget for this campaign is fixed at a cost of **TT\$500,000.00**.

## **11.0 TAX LAW COMPLIANCE**

11.1 The successful Bidder shall comply with all of the Income and Tax laws of the Republic of Trinidad and Tobago inclusive of the payment of VAT.

## **12.0 AWARD AND AGREEMENT**

12.1 Once the negotiations have been concluded, the Client will award the contract to the selected Bidder and will promptly notify the other Bidders that have submitted Proposals.

12.2 The contract will be awarded to the Bidder whose Proposal best conforms to the requirements in terms of the technical capability and the best value for money in terms of the cost of the Services. If successful, the Bidder will be required to enter into a formal contract with the Permanent Secretary, Ministry of Trade and Industry.

## **13.0 CHANGES TO THE BIDDER AFFECTING PERFORMANCE**

13.1 Any changes in the financial or legal aspects of the Bidder which may affect the execution of the Services and which occurred from the date of Proposal to the award date must be reported to the Client. Failure to provide such data could result in the refusal of the Bidder's Proposal.

## **14.0 COMMENCEMENT AND COMPLETION OF CONTRACT**

14.1 The commencement date and completion date of the Services shall be clearly outlined in the Contract between the Client and the successful Bidder.

## **15.0 TERMS OF PAYMENT**

15.1 Payment will only be made upon submission and approval of deliverables. The successful service provider shall agree to begin work upon formal

agreement with the Ministry of Trade and Industry. **The duration of the contract for services shall be for a period of one (1) year commencing from the execution of the contract.** The successful service provider will complete all work performed under this contract within current Ministry of Trade and Industry policies, guidelines and procedures. Payment on deliverables will only be made when reports, documents and manuals produced by the implementing partner have been reviewed and endorsed by the MTI as having met the required standard. Payments will be disbursed based on the following schedule:

1. 10% Mobilization fee.
2. 10% upon submission and written acceptance of Inception Report.
3. 10% upon submission and written acceptance of Communication Strategy.
4. 10% upon submission and written acceptance of the Monitoring and Evaluation Framework.
5. 10% upon submission and written acceptance of Print Campaign Plan.
6. 10 % upon submission and written acceptance of Broadcast Media Campaign Plan.
7. 10% upon submission and written acceptance of Digital Media Campaign Plan.
8. 30 % upon submission and written acceptance of Final Report.

**16.0 RIGHT TO ACCEPT OR REJECT ANY OR ALL PROPOSAL(S)**

16.1 The Client is **not** bound to accept any Proposal.

**17.0 CANCELLATION OF PROPOSALS**

17.1 The Client reserves the right to cancel the Proposal process in its entirety or even partially without defraying any costs incurred by any Bidder.

**18.0 CONFIDENTIALITY**

18.1 Information regarding the evaluation of Proposals and recommendations regarding the award of contracts will not be made available to Bidders who have presented Proposals or to other persons not involved in the process in an official capacity, until notification of the contract award. A Bidder's misuse of confidential information regarding this process may result in the rejection of its Proposal.

**SECTION 3.0**  
**TERMS OF REFERENCE**

## Section 3

### Terms of Reference

#### **1. BACKGROUND**

##### *Government Policy Framework*

The National Development Strategy, Vision 2030 establishes the foundation required for catapulting Trinidad and Tobago onto a path of sustained economic growth by 2030. The objective of Theme IV “Building Globally Competitive Businesses” is to create the enabling environment to facilitate the development of high value products and services in existing and new emerging sectors.

The Official Policy Framework of the Government of the Republic of Trinidad and Tobago (GORTT) identified the maritime services sector, among others, as “having many of the ingredients necessary for successful penetration of international markets”. Leisure marine or yachting is seen as a sub-sector within the maritime services area which is economically viable given Trinidad and Tobago’s strategic geographic location below the hurricane belt. This is ideal for storage purposes and for the provision of world class yacht repair and maintenance services.

##### *Trinidad and Tobago’s Yachting Industry*

Trinidad and Tobago’s yachting industry was established in the mid-nineties when cruisers discovered Trinidad and Tobago’s strategic positioning below the hurricane belt, which provided a safe haven for yachts during the hurricane season. Since then, a large cluster of services related to repairs, maintenance, storage and ancillary services for yachts has been established in Chaguaramas. Furthermore, Trinidad and Tobago boasts of a cadre of highly skilled labour that is available at regionally competitive prices. Cruisers visit Chaguaramas, Trinidad for a complete overhaul of their vessels. In Tobago, the yachting product is primarily tourism based with yachts visiting to experience the ambience and tranquility of the island.

In the early 2000s the yachting industry had approximately 180 businesses, employed approximately 1,700 persons and generated at least TT\$130 - \$150 million annually (ECLAC). During the high season from June to August approximately TT\$30 million could be generated from expenditure by cruisers (IMA). Following a period of significant growth in the nineties and early 2000s, however, the yachting industry experienced a period decline due to a number of factors including competition from the region.

### *Yachting Policy of Trinidad and Tobago, 2017 – 2021*

In June 2017, Cabinet approved the Yachting Policy of Trinidad and Tobago, 2017 – 2021. The overarching goal of the policy is to optimize the economic contribution of the yachting industry towards the sustainable development of Trinidad and Tobago. The policy framework will also lay a foundation to improve the competitiveness of the industry with a view to establishing Trinidad and Tobago as the premier destination for yacht repair services.

The specific strategies associated with each of the objectives are intended to address existing problems and also to ensure the sustainable future development of the leisure marine industry. The key objectives are to:

- Improve and expand Trinidad and Tobago’s yachting product;
- Reform and strengthen the legal and regulatory framework;
- Improve the human resource and technical capacity in the yachting industry; and
- Improve the environmental and social sustainability of the yachting industry.

The ministerial Standing Committee for the Development of the Maritime Sector has been mandated to oversee the implementation of the Yachting Policy. The Ministry of Trade and Industry is collaborating with the relevant stakeholders to implement these initiatives.

### *Marketing and Promotional Plan*

One of the key strategies identified in the Yachting Policy is the development and implementation of a Yacht Marketing and Promotional Plan. The key expected outcomes of the Yacht Marketing and Promotional Plan include an increase in yacht arrivals to Trinidad and Tobago and an increase in the awareness of Trinidad and Tobago as a yachting destination. The key objectives of the Yacht Marketing and Promotional Plan include an:

- Increase in yacht arrivals to Trinidad and Tobago
- Increase in the awareness of Trinidad and Tobago as a yachting destination regionally and internationally
- Improvement in national awareness of the value of the yachting industry to our economy

Trinidad and Tobago’s target market consists of cruisers from Europe and North America. The average size of crew are two (2) persons and the average length of stay in Trinidad is over six months especially during the hurricane season which lasts from June to November. Trinidad and Tobago’s yachting product refers to the yachting infrastructure, the cluster of services related to repairs, maintenance, storage, ancillary services, tourism, transportation, entertainment, public and other related services consumed by cruisers.

One key strategy is the implementation of a national awareness campaign for the yachting industry to increase the awareness of the sector’s economic value to the country. A number of promotional initiatives were identified including advertising,

the creation of an online presence via website and social media, strategic participation in international sailing events and targeted local programmes and events.

In this regard, the Ministry of Trade and Industry is inviting proposals from Limited Liability Companies to **develop and implement a National Awareness Campaign for the Yachting Industry** for a period of one (1) year.

## **2. OBJECTIVES**

- To increase awareness among citizens that Trinidad and Tobago is a high quality and competitive regional yacht repair hub.
- To promote the sector as valuable and economically viable in the areas of repair maintenance and ancillary services.
- To endorse the sector's valuable contribution to the economy as a net foreign exchange earner and a means of economic diversification.

## **3. TARGET AUDIENCE**

- Yachting stakeholders
- General Public
- Students
- Business Community
- Immediate community members
- Staff of strategic state agencies – Ministry of Finance (Customs and Excise division), Ministry of National Security (Immigration division), Ministry of Health, Ministry of Tourism, Ministry of Trade and Industry, Ministry of Education, Ministry of Planning and Development, Ministry of Works and Transport, Tobago House of Assembly

## **4. KEY MESSAGES**

- Trinidad and Tobago is a safe haven for yachts offering world class customer care, yachting repair, maintenance and ancillary services.
- Yachting is a viable economic activity in Trinidad and Tobago and earns valuable foreign exchange.
- Yachting offers abundant opportunities for both employment and business.
- The yachting industry's success is everyone's responsibility.
- There are many careers and training paths in the yachting sector.
- Cruisers visit Trinidad and Tobago to enjoy our culture and access our quality services.

- In Trinidad and Tobago we proudly welcome visitors to our shores.

## **5. SCOPE OF SERVICES**

In accordance with the above mentioned objectives, the Service Provider will be required to, but not be limited to, the following activities:

The preparation, presentation and execution of a proposal with an implementation schedule and financial proposal in support of the development and implementation of a digital and print media strategy. The strategy should enhance visibility, increase public awareness of the yachting industry, emphasize the need for customer service excellence and promote the sector as valuable and economically viable in the areas of repair maintenance and ancillary services. The programme implementation plan should afford the Ministry of Trade and Industry the option to review tranche execution.

### ***Expected output***

- Inception Report due within the first month of mobilization including a detailed description of the methodology and technical procedures to be employed to accomplish the stated objectives. It should include an implementation schedule inclusive of a comprehensive media schedule for print, radio, digital and television placements and courtesy interviews and a Monitoring and Evaluation Framework for the campaign. The Report should include timelines and budget for the development and the delivery of the campaign, ensuring that all planned activities stay within a predefined budget.
- Communications Strategy with identification and mapping of appropriate communication channels for enhancing public awareness at the national and local levels. Submission of Creative proposals/concepts (visuals).
- A Monitoring and Evaluation Framework for the campaign to report on the baseline and ongoing perception of the messages and the effectiveness of the campaign.
- A Print Campaign Plan inclusive of but not limited to design and placement of newspaper advertisements, design and printing of posters, brochures, banners.
- A Broadcast Media Campaign Plan inclusive of scripting, shooting, producing and placement of television and radio advertisements (30sec) and short videos (three ads at minimum for each medium).
- A Digital Media Campaign Plan inclusive of design and placement of content on electronic and static billboards and management of the Yachting Industry social media platforms.

- Monthly Progress Reports delivered on the first working day of each month. The reports should use the Monitoring and Evaluation Framework for the campaign to report on the baseline and ongoing perception of the messages and the effectiveness of the campaign with recommendations for adjustments within the budget.
- Final Report submitted within one month of completion of the consultancy. In addition to standard elements the Report shall include a summary of all activities carried out, all challenges encountered and how they were resolved, the output and result indicators, outcomes, experience gained, lessons learned during the Contract and recommendations.
- **All reports must be approved by the Ministry of Trade and Industry.**

## 6. DELIVERABLES

A detailed deliverables schedule must be included in the Bidder’s proposal which will include specific components of the campaign, date of commencement, duration, cost etc.

### 6.1 Deliverables/Specific Outputs and Timeframe for Deliverables

No.	Deliverable	Delivery Timeframe from commencement of services <sup>1</sup>	Report Details	Format	Review Period
1	<b>Inception Report:</b> Conduct inception meeting with the MTI upon commencement of the project to (i) review the process for conducting all activities within the project, (ii) determine roles and responsibilities, (iii) discuss the basis on which this work will be implemented, and (iv) finalize the methodology and proposed plan of activities, work breakdown structure and project schedule for all project deliverables. (v) Outline the Monitoring and Evaluation Framework for the campaign. (vi) The report will also include an assessment of the potential risks (if any) and possible measures to counteract them for timely and effective implementation.	7 days	<ul style="list-style-type: none"> <li>▪ Meeting and preparation and presentation of the Inception Report to MTI.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Electronic submission in PowerPoint, Microsoft Word with Gantt chart included.</li> <li>▪ Presentation of plan to Project Team</li> <li>▪ 2 Bound Hard Copies to be hand delivered.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 days</li> </ul>

<sup>1</sup> Calendar Days

2	<b>Communication Strategy:</b> inclusive of clearly defined goals, objectives, outcomes, target audiences, messages, tools for communication and media etc.	15 days after approval of Inception Report	<ul style="list-style-type: none"> <li>▪ Preparation and presentation of the Communication Plan to MTI</li> </ul>	<ul style="list-style-type: none"> <li>▪ Electronic submission in PowerPoint, Microsoft Word with Gantt chart included.</li> <li>▪ Presentation of plan to Project Team</li> <li>▪ 2 Bound Hard Copies to be hand delivered.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 days</li> </ul>
3	<b>Monitoring and Evaluation Framework</b>	10 days after approval of Communication Strategy	<ul style="list-style-type: none"> <li>▪ Preparation and presentation of the Monitoring and Evaluation Plan to MTI</li> </ul>	<ul style="list-style-type: none"> <li>▪ Electronic submission in PowerPoint, Microsoft Word with Gantt chart included.</li> <li>▪ Presentation of plan to Project Team</li> <li>▪ 2 Bound Hard Copies to be hand delivered.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 days</li> </ul>
4	<b>Print Campaign Plan:</b> inclusive of but not limited to design concepts for newspaper advertisements, posters, brochures, banners. It must include a media schedule.	10 days after approval of Communication Strategy	<ul style="list-style-type: none"> <li>▪ Preparation and presentation of the Inception Report to MTI</li> </ul>	<ul style="list-style-type: none"> <li>▪ Electronic submission in PowerPoint, Microsoft Word with Gantt chart included.</li> <li>▪ Presentation of plan to Project Team</li> <li>▪ 3 Bound Hard Copies to be hand delivered.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 days</li> </ul>
5	<b>Broadcast Media Campaign Plan:</b> inclusive of story boards, scripting, shooting, producing and placement of radio advertisements (30sec) and short videos (three ads at minimum for each medium).	15 days after approval of Communication Strategy	<ul style="list-style-type: none"> <li>▪ Preparation and presentation of the Broadcast Media Campaign</li> </ul>	<ul style="list-style-type: none"> <li>▪ Electronic submission in PowerPoint, Microsoft Word with Gantt chart included.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 days</li> </ul>

			Plan to MTI	<ul style="list-style-type: none"> <li>▪ Presentation of plan to Project Team</li> <li>▪ 2 Bound Hard Copies to be hand delivered.</li> </ul>	
6	<b>Digital Media Campaign Plan:</b> inclusive of design concepts for the placement of content on electronic and static billboards and social media platforms (facebook, Instagram)	20 days after approval of Communication Strategy	<ul style="list-style-type: none"> <li>▪ Preparation and presentation of the Digital Media Campaign Plan to MTI</li> </ul>	<ul style="list-style-type: none"> <li>▪ Electronic submission in PowerPoint, Microsoft Word with Gantt chart included.</li> <li>▪ Presentation of plan to Project Team</li> <li>▪ 2 Bound Hard Copies to be hand delivered.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 days</li> </ul>
7	<b>Monthly Progress Report:</b> The report will include a full description of the indicators achieved against their targets and explanations for any deviation from the detailed work plan submitted with the Inception Report. The Progress Reports will also include additional observations, problems encountered (and how resolved), feedback and comments, a detailed description and schedule of activities for the next three months and recommendations for the forthcoming period. The Progress Reports should utilize the Monitoring and Evaluation Framework for the campaign.	First working day of each month	Preparation and submission of the Progress Report to MTI	<ul style="list-style-type: none"> <li>▪ Electronic submission in PowerPoint, Microsoft Word with Gantt chart included.</li> <li>▪ 2 Bound Hard Copies to be hand delivered.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 days</li> </ul>
8	<b>Final Report:</b> In addition to standard elements the Report shall include a summary of all activities carried out, all challenges encountered and how they were resolved, the output and result indicators, outcomes, experience gained, lessons learned during the Contract and recommendations.	15 days as from the end of the assignment		<ul style="list-style-type: none"> <li>▪ Electronic submission in PowerPoint, Microsoft Word with</li> <li>▪ A final presentation to the project team</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 days</li> </ul>

## **7. SERVICE REQUIREMENTS**

### **7.1 Characteristics of Consultancy**

The characteristics of this consultancy are outlined below:

- i. Type of Consultant: Firm (s)
- ii. Start Date: **Q3 of 2019**
- iii. Work Location: Consultant's local office, Trinidad and Tobago. Note that the consultants will be required to visit sites in Trinidad and Tobago for filming purposes.

### **7.2 Team Composition and Qualification Requirements for Key Experts**

The Consulting Firm must designate a Consulting Team consisting of a Team Leader and at least two (2) or a combination of Technical Specialists with skills and expertise such as: strategic marketing and communications, production, digital media, project management, market research with knowledge of the communication, marketing, behavior change and public relations.

The selected consulting agency/team must have a track record of at least seven (7) years of expertise in the development of strategic communication, development and dissemination of communication materials, social marketing, targeted public education and awareness campaigns.

The agency must be able to provide evidence of having undertaken at least 3 similar exercises within the last 3 years.

<b>Consultant Team Members</b>	<b>Requirements</b>

<b>Consultant Team Members</b>	<b>Requirements</b>
Team Leader	<ul style="list-style-type: none"> <li>▪ A Master’s degree in the field of public relations, journalism, communication, marketing, advertising or media relations or similar field. Or a minimum of 10 years’ experience in any of the aforementioned areas.</li> <li>▪ In-depth knowledge of the local mainstream media and Public Relations environment, marketing, awareness, media and communication theories and techniques.</li> <li>▪ Familiarity with branding compliance and other marketing guidelines.</li> <li>▪ Knowledge of communication research, analysis and planning.</li> <li>▪ Demonstrated ability to create content that is persuasive, clear, concise and able to convey and present technical ideas/knowledge in an engaging manner for varied audiences.</li> <li>▪ Demonstrated ability to create content for sustainable development or other relevant areas for a variety of audiences and for a wide range of media platforms (provide links to profiles as examples).</li> <li>▪ Experience in handling press/media events.</li> <li>▪ Knowledge of the yachting industry will be an asset.</li> <li>▪ Excellent written and oral presentation skills.</li> <li>▪ Fluent in English.</li> <li>▪ Competency in a second language would be an asset (Spanish, French, Dutch or German).</li> </ul>
Technical Specialist 1	<ul style="list-style-type: none"> <li>▪ First Degree in Marketing, Public Relations, Communication, Advertising.</li> <li>▪ Experience in graphic design, motion graphics, video production would be an asset</li> <li>▪ Project Management experience</li> <li>▪ Excellent written and oral presentation skills.</li> <li>▪ Fluent in English.</li> <li>▪ Competency in a second language would be an asset (Spanish, French, Dutch or German).</li> </ul>
Technical Specialist 2	<ul style="list-style-type: none"> <li>▪ Excellent written and oral presentation skills.</li> <li>▪ Fluent in English.</li> </ul>

### 7.3 Invoicing

The successful firm is required to submit invoices in keeping with the agreed payment schedule, detailing sufficient information for approving payment and auditing purposes. Invoices shall be addressed to the Permanent Secretary, Ministry of Trade and Industry and hand delivered to:

**The Permanent Secretary  
c/o Manager Corporate Communications  
Ministry of Trade and Industry  
Level 17, Nicholas Tower  
63 – 65 Independence Square  
PORT OF SPAIN**

**8. WORKPLAN**

The Service Provider is expected to include in their Technical Proposal, a detailed work plan identifying the individual work components (specific tasks) and the related staff assignments.

**9. CAPACITY**

The Service Provider is expected to identify the human resources available for the conduct of this assignment. This should include Service Provider Personnel with the competences required for the conduct of the Scope of Work. Sufficient Service Provider Personnel should be available to ensure the timely delivery of the work plan. As per the work plan, the Service Provider will be required to certify that the persons assigned to the individual elements of work are qualified, trained, equipped and available. Substitution of the designated Service Provider Personnel will only be allowed following a request submitted and approved by the Permanent Secretary, Ministry of Trade and Industry.

**10. REPORTING**

**10.1 Reporting Requirements**

The Consulting Firm shall report directly to the Manager Corporate Communications during the execution of this Consultancy.

The Consultant will be required to confirm in the contract the administrative arrangements to be put in place for the internal management of the assignment. The Consultant will be expected to meet on a regular basis (frequency to be agreed during negotiations) with the personnel designated by the Permanent Secretary, Ministry of Trade and Industry, to discuss the progress of the work and technical issues related to the consultancy.

The Consultant shall meet with the MTI and other stakeholders as requested. All submissions must be in English Language, delivered via the format and media stated in the schedule, delivered on the date requested, and addressed to:

**Manager, Corporate Communications & Events Management Unit  
Ministry of Trade and Industry  
Level 17 Nicholas Tower  
63-65 Independence Square  
PORT OF SPAIN**

**11. CONFIDENTIALITY**

The Consultant shall not, except as authorized by the Ministry of Trade and Industry or required by the stipulated duties under the Contract, use for the Consultant's own benefit or gain or divulge to any persons, firm, company or other organization whatsoever, any confidential information belonging to the GoRTT or relating to its affairs or dealings, which may come to the provider's knowledge during the engagement. This restriction shall cease to apply to any information or knowledge which may subsequently come into the public domain other than in breach of this clause.

**12. RESPONSIBILITY OF THE CLIENT AND CONSULTING FIRM**

**12.1 Responsibility of the Client**

The MTI, as the executing agency shall support the implementation of this Consultancy. Accordingly, the MTI will:

- Facilitate any arrangements for interviews and provision of access to Project documents, relevant existing legislation and policies, as required. Efforts will also be made to have the Firm(s) provided with relevant reports, information and contacts from other key stakeholders.
- Provide a Counterpart Team to guide the implementation of the Consultancy.

**12.2 Responsibilities of the Consulting Firm(s)**

The Consulting Firm(s) will:

- Absorb all expenses inclusive of, direct staff, office space and facilities, computer systems and software, telecommunication systems, travel expenses, hard copy report deliveries and any other incidentals.
- Undertake the activities of the Consultancy utilizing primarily its own technical resources.
- Ensure the validity and reliability of any instruments and tools developed and/or utilized.
- Ensure the confidentiality of all aspects of this Consultancy.

**13. OWNERSHIP**

All data, records, reports and other documents prepared by the Service Provider, or obtained from whatever source in connection with carrying out the functions of this position, shall become and remain the property of the Ministry of Trade and Industry and the Service Provider shall not later than upon termination or expiration of the contract, deliver all such documents to the Client together with a detailed inventory thereof. The Service Provider may retain a copy of such documents but shall not use them for purposes unrelated to this contract without prior written approval of the Client.

**Permanent Secretary  
Ministry of Trade and Industry**

**June 17, 2019**