

DEVELOPMENT OF A NATIONAL ACTION PLAN FOR ARTISANAL AND SMALL-SCALE GOLD MINING IN THE CO-OPERATIVE REPUBLIC OF GUYANA

TERMS OF REFERENCE

Design and Development of Two Animated Short Videos and Two Infographics to Raise Awareness on the Sources and Effects of Mercury Exposure from Artisanal and Small-Scale Gold Mining to Human Health and the Environment in Guyana

REF.NO: #BCRC_10153_2022_001

Date: 25.04.2022

BACKGROUND

Mercury is a highly toxic chemical element that is found naturally in the earth's crust but can pose a threat when released into the environment. Exposure to mercury over time can lead to serious effects on both human health and the environment. The Minamata Convention on Mercury, which aims to protect human health and the environment from the adverse effects of anthropogenic sources of mercury, was adopted in October 2013 and entered into force on August 16, 2017. One of the major highlights of the Convention includes the international regulation of the informal sector for artisanal and small-scale gold mining (ASGM). According to Article 7 of the Minamata Convention, a Party that has ASGM and processing within its territory shall take steps to reduce, and where feasible, eliminate, the use of mercury and mercury compounds in its processes as well as in its emissions and releases to the environment. Guyana has notified the Minamata Secretariat that "artisanal and small-scale gold mining and processing in its territory is more than insignificant".

This project aims to assist Guyana in the development and implementation of a National Action Plan (NAP) for the Artisanal and Small-Scale Gold Mining (ASGM) sector and facilitate contributions to the protection of human health and the environment from the emissions and releases of mercury from the ASGM sector. The project, through the development of an awareness campaign, aims to raise awareness on the Minamata Convention, to which Guyana ratified in 2014, and to build the initial national capacity for the early implementation of the NAP for ASGM.

Parties consenting to be served by the Centre:

Antigua & Barbuda Commonwealth of the Bahamas Barbados Belize The Republic of Cuba The Commonwealth of Dominica The Dominican Republic
The Co-operative Republic of Guyana Jamaica The Federation of Saint Kitts and Nevis Saint Lucia Saint Vincent and the Grenadines The Republic of Suriname The Republic of Trinidad and Tobago

OVERVIEW OF THE PROJECT

In developing the National Action Plan, a national overview was conducted to understand the local situation in the ASGM sector in Guyana and this included the following components:

- The development of an inventory for ASGM, focusing on the mining techniques, practices and use of mercury in mining in Guyana
- An assessment of the national legislation, policies and institutional capacity of the agencies responsible for governing the sector
- An investigation of the capabilities of the health sector in the mining areas, focusing on mercury poisoning and testing, as well as the public awareness of the dangers and effects of mercury to human health and the environment
- An assessment of the social and economic issues that impact miners and those working and living in mining communities, specifically women and vulnerable groups

The national overview then provided guidance to the project team to develop the national strategies and recommended activities to form the National Action Plan.

All components of the National Action Plan have since been completed, and at this stage of the project, the communications strategy, aimed at raising awareness on the sources and effects of mercury on human health and the environment from the Artisanal and Small-Scale Gold Mining sector in Guyana, will be implemented, to allow its dissemination to the public. In this regard, the Basel Convention Regional Centre for Training and Technology Transfer for the Caribbean (BCRC-Caribbean) in its role as project executing agency, is seeking to recruit a suitably qualified and experienced Communications Consultant(s) (individual, team, firm, agency or company) to provide the services for the design and development of two (2) infographics and two (2) animated shorts, comprising of one (1) to two (2) minute videos each with a running theme to create an overall message to raise awareness on the major concerns of mercury exposure to human health and the environment from the Artisanal and Small Scale Gold Mining sector in Guyana.

The videos should include subtitles and be developed in English with a Guyana-centric theme, inclusive of local languages and dialects and specific to the ASGM sector in Guyana.

DESCRIPTION OF REQUIRED SERVICES FOR THIS CONSULTANCY

The overall objective of the assignment is to enhance information exchange, capacity building and knowledge generation as it relates to the sources and effects of mercury on

human and environmental health in the Artisanal and Small-Scale Gold Mining (ASGM) sector in Guyana. The selected consultant will be expected to provide:

- Infographics, to be shared electronically with the possibility of becoming print material.
- Animated short videos, with a running time of approximately 1-2 minutes each.

The communications materials should aim to highlight the majority or all of the following points to the public:

- Mercury as a toxic chemical element;
- The adverse effects of mercury to human health and the environment;
- The Minamata Convention on Mercury in the context of ASGM in Guyana and the need for the National Action Plan in Guyana;
- Sources and uses of mercury in the ASGM sector;
- Actions that can reduce the risk of exposure to mercury;
- The communities and demographics that have the highest risk of exposure to mercury from ASGM activities.

Gender sensitivity must also be considered in the messaging of the products as it is important to represent equality of the experience and realities of all members of society. As the issue of mercury is a sensitive topic, messaging should not focus on causing alarm/panic but rather on educating the public on positive changes to be considered to protect human health and the environment from the adverse effects of mercury. In this regard, the consultant will be provided with guidance by the BCRC-Caribbean and the Ministry of Natural Resources (MNR) in Guyana.

Further information to supplement the points above is included as an attachment to this Terms of Reference, which can be found [here](#).

The Consultant(s) will be responsible for providing drafts of the infographics, a storyboard, creating the graphics for the animation, selecting and ensuring necessary approvals for possible background music, writing and recording voice-over narration, providing rough cuts with 4-6 rounds of changes based on feedback from BCRC-Caribbean and the national supervisors of the project country, providing final video files, and performing any other work relevant to the development of the videos.

TARGETED AUDIENCE:

The main targeted audience is those involved in the ASGM sector and the public at large in Guyana.

OUTPUTS AND DELIVERABLES

The Consultant(s), under the guidance of, and reporting directly to the BCRC-Caribbean, is expected to:

1. Develop the infographics based on the above-mentioned assignment objectives, inclusive of gender sensitivity dimensions based on the key messaging as guided by the BCRC-Caribbean and the MNR.
2. Develop the animated video's overall concept and work-plan based on the above-mentioned assignment objectives, inclusive of gender sensitivity dimensions based on the key messaging as guided by the BCRC-Caribbean and the MNR.
3. Develop the storyboard, script and potential imagery for the videos and submit for approval by the BCRC-Caribbean before production.
4. Secure voice-recording, music selection with any necessary permissions, scene and graphic development and draft layout of each of the animated videos.
5. Present draft edited videos developed *without subtitles* to the BCRC-Caribbean for review and revise the materials accordingly, based on the feedback received.
6. Create promotional material (electronic flyer design, graphics, video teasers, etc) to endorse the release of each of the videos and overall series.
7. Finalise and submit the animated short videos *with English subtitles* and associated promotional material in appropriate electronic file formats i.e. acceptable for social media (Facebook, Instagram, YouTube) as well as possible television and cinema screens.
8. Submit an assignment completion report.

INSTITUTIONAL ARRANGEMENTS/ TIMEFRAME

The Consultant(s) will be supervised by the BCRC-Caribbean. The duration of this consultancy is **six (6) to eight (8) weeks**¹.

QUALIFICATIONS

- a) Formal qualifications in one or more of the following: mass communication/ public relations/ advertising/ marketing/ graphic design/ film production/ communication analysis and planning/ social development communication or any other relevant field;
- b) Minimum of five (5) years' work experience for the individual consultant or leader of the consultancy team/ firm/ agency/ company;

¹ The candidate may indicate in the submitted Technical Proposal a projected timeline to complete the listed scope of works

- c) Extensive experience in producing development work-related documents for publication and documentaries for international organisations with the aim of reaching both local and international audiences;
- d) Previous experience in the area of the Artisanal and Small-Scale Gold Mining sector of Guyana, or its understanding, will be an asset/added advantage.
- e) Excellent technical capacities (state-of-the-art computer animation production/ editing software preferably) to ensure high quality production; and
- f) Previous experience in the Caribbean region.
- g) Applications are open to suitable candidates currently residing in Guyana.

Wherein the Bidder uses the services of one or more sub-contractor(s), the Bidder shall explicitly identify the parts of the Terms of Reference where sub-contractors are to be used.

NOTE: The working language of the BCRC-Caribbean is English.

DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL

1. Technical Proposal, inclusive of the creative concept proposal detailing the draft ideas for the storyboard, methodology, detailed breakdown of a projected timeline and work implementation plan describing how one will approach and complete the assignment, and non-financial resources to be assigned;
2. Letter of interest, stating why you consider your service suitable for the assignment;
3. Curriculum/ Curricula Vitae (CVs) of key personnel;
4. Samples of previous work with infographics and animated productions and contact details for referees (for whom you've produced similar assignments);
5. Financial Proposal, which is to be separated into the Consultant's professional fees, matched up against key milestones and deliverables;
6. Completed Eligibility of Consultants Form for the provision of services, which will include provision of examples of previous related work done by the bidder. (Applicable to Consultants not already included on the BCRC-Caribbean's Register of Vendors and so notified).

REMUNERATION

- A total gross fee to the Consultant inclusive of all taxes will be as agreed on and documented within the contract based on the financial proposal developed and negotiated cost for this consultancy.
- Payment shall be made in instalments based on the satisfactory production of deliverables as per the requirements identified within the contract.

COPYRIGHTS

The BCRC-Caribbean will reserve the copyright of all produced materials.

The BCRC-Caribbean and each of the National Supervisors should be permitted to use the materials without a time limit or cost.

The Contractor shall be allowed to use the materials produced in their portfolios and otherwise, with the BCRC-Caribbean's written permission.

Written consent from the BCRC-Caribbean will be required before the Contractor moves any materials on the wire or uploads them in any website.

The Contractor must sign a confidentiality and non-disclosure agreement with the BCRC-Caribbean.

QUERIES

Interested bidders may submit all queries in writing to both:

<p>Ms. Arielle Mootra Research Officer, BCRC-Caribbean</p> <p>Email: arielle.mootra@bcrc-caribbean.org</p> <p>Phone: (868) 628-3829</p>	<p>Ms. Michelle Astwood Environmental Specialist, Ministry of Natural Resources</p> <p>Email: mastwood@nre.gov.gy</p> <p>Phone: (+592) 227-1365</p>
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Please ensure to include both in any submission of queries.

BID SUBMISSION

Interested bidders are invited to apply by submitting a detailed technical and financial proposal together with the completed Eligibility of Consultants document (if applicable) to:

Ms. Jewel Batchasingh

Director

Basel Convention Regional Centre for Training and
Technology Transfer for the Caribbean

#8 Alexandra Street, St. Clair,

Port-of-Spain,

Trinidad and Tobago.

Email: info@bcrc-caribbean.org

The deadline for the submission of proposals is **11:59 pm (Trinidad and Tobago, GMT -4) on 09 May, 2022.** Bidders may submit their bids *via e-mail*.

NOTES:

- *Bid documents shall remain the property of the BCRC-Caribbean.*
- *The BCRC-Caribbean reserves the right to accept or reject any bid, and to cancel the bidding process and reject all bids, at any time prior to the award of Contract, without thereby incurring any liability to the affected bidder.*
- *The BCRC-Caribbean is not bound to accept the lowest Financial Bid.*
- *The successful bidder will be notified in writing of the award of contract and provided with an authorization to proceed. The successful bidder shall be required to enter into an appropriate Contract on the basis of the tender documents and incorporating any other appropriate provisions within that period of time.*
- *The successful bidder will be expected to uphold professional conduct throughout the duration of the contracted period. Any misconduct, including unprofessional behaviour, will result in termination of the agreement.*