

**CONSULTANCY: “Production of Concept  
Manual and Implementation of Public  
Awareness and Education Campaigns for  
Bartica, Guyana, Contract # 31/2017/  
Italian Government/CCCCC**

Draft Inception Report

5/7/2018

A Consultancy of 2R Production for the Caribbean Community Climate Change  
Centre

## INCEPTION REPORT

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## I. INTRODUCTION

### Background

The Office of Climate Change (OCC) in the Ministry of the Presidency (MoP) is implementing the project *Transitioning to National Energy Security (TNES): Bartica as a Model Green Town* in partnership with the Caribbean Community Climate Change Centre (CCCCC) utilizing grant funding from the Government of Italy under the Italy Caribbean Community (CARICOM) Partnership program.

In pursuing the purpose and objectives of the TNES project, the OCC will seek to establish a baseline on energy use in the Bartica, and continually measure energy use while developing and delivering interventions to stimulate and expedite a comprehensive and robust renewable energy uptake program in the New Bartica Township.

One of the first interventions is the development and implementation of a content manual to disseminate information to promote renewable energy use and energy efficiency measures in Bartica. The CCCCC has retained the consultancy services of 2R Production to deliver this intervention.

### Purpose of the Inception Report

The Inception Report sets out 2R's understanding of the assignment as detailed in the Terms of Reference and as clarified with counterparts and representatives of the OCC through the Inception Meeting and other communication channels. It presents our planned approach and outlines the outputs that will be delivered to meet the objectives of the consultancy, as set out in the Terms of Reference. A revised Work Plan is also attached, highlighting the expected schedule for completion of the key outputs of the consultancy. The assumptions and risks inherent to the consultancy are noted as they may have a bearing on the timelines or final implementation.

## **II. DESCRIPTION OF THE CONSULTANCY**

### **Objectives of the Consultancy Services:**

1. To conceptualize, produce and disseminate education, communication and awareness materials and content for promotion of renewable energy and energy efficiency measures in Bartica; and
2. To increase public awareness and participation in renewable energy (RE) and energy efficiency (EE) initiatives.

### **SCOPE**

In fulfilling the above objectives, 2R Production will complete the following activities:

1. Inception Meeting and Finalization of the Work plan
2. Review of documentation including outputs of TNES consultancies and those that will be done in the near future
3. Preparation of a Draft Content Manual
4. Reviewing of the Draft Manual and Consultations with key stakeholders
5. Pre-testing of Information Communication and Education materials
6. Finalization of Draft Content Manual
7. Utilise the agreed Content Manual to guide the implementation of an awareness raising and public relations campaign.

2R Production will engage the key stakeholders in order to better understand their perspectives and garner their feedback and responses to draft outputs. In this regard key stakeholders are understood to be:

1. The OCC
2. The Municipality of Bartica
3. Bartica Community Consultation Group and other community representatives
4. The Guyana Energy Agency

5. Hinterland Electrification Company Inc (HECI),
6. Ministry of Communities
7. Department of Environment (DOE)
8. Guyana Power and Light Company, Ministry of Public Infrastructure

In addition, 2R will document its activities and provide progress reports on the implementation of its Work Plan to the OCC.

### **Deliverables**

In accordance with the TOR the following minimum deliverables will be provided to OCC/CCCCC:

#### ***1. Inception Report:***

2R production will prepare and deliver an Inception Report including a summary of the deliberations of the Inception Meeting and the revised work plan that was presented at the meeting.

#### ***2. Content Manual:***

The production of the Content Manual will be presented within the broader national context, that is, Guyana becoming a Green State and Bartica serving as the model to realize this ambition, hence the **Bartica: Transitioning to National Energy Security Project**.

Please refer to Annex 1 for the areas that the Content Manual will address.

#### ***3. Radio outputs:***

One (1) PSA - Radio (Promoting Bartica: TNES Project)

One (1) PSA - Radio (Promoting Household Baseline Survey & Transport Energy Audits)

#### ***4. Television outputs:***

One (1) PSA - Television (Promoting Bartica: TNES Project)

One (1) PSA - Television (Promoting Household Baseline Survey & Transport Energy Audit, EE, RE)

One (1) PSA - Television (Advisory - Household Baseline Survey & Transport Energy Audits) 50

One (1) PSA - Television (Summary and Highlights - Bartica: TNES Project)

**5. Printed outputs (Newsletter):**

One (1) Newsletter (Promoting Bartica: TNES Project)

One (1) Newsletter (Promoting Household Baseline Survey & Transport Energy Audits, EE, RE)

One (1) Newsletter (Advisory - Household Baseline Survey & Transport Energy Audits, EE, RE)

One (1) Newsletter (Summary and Highlights - Bartica: TNES Project)

**6. Printed outputs (Brochures):**

Design and Print one thousand (1000) Brochures (Bartica: TNES Project Outline; Household Baseline Survey Explained, Transport Sector Audit Explained; Energy Efficiency in the Context of Climate Change)

**7. Printed outputs (Posters):**

Design and Print fifty (50) high quality posters (24' x36') for Schools and Public Buildings (Energy Baseline Surveys, Transport Sector Energy Audit, Public Buildings Energy Audits, Results of Baseline Survey and Transport Audit).

**Inception Activities**

An Inception Meeting was held on April 26th, 2018. The outcome of the meeting was the familiarization with the key personnel involve, clarifications of questions on the delivery approach or the contract, identification of potential issues and establish timelines for deliverables. The meeting's 7 attendees included representatives of follows:

**2R Production**

Ms Renatha Exeter – Project Team Leader

Ms. Yvette DeFreitas – Project Coordinator

**OCC**

Mrs. Janelle Christian - Head, OCC

Mr. Gavin Bovell – Project Manager

Ms. Yasmin Bowman – Communications Specialist

Ms. Juanita Thomas - Project Assistant

**CCCCC**

Mr. McGann, Project Manager

In addition to the meeting, clarifications on the content of the Manual were sought on the Draft Content Manual from the OCC through email communications. Further clarifications were requested on whether there is a testing of the Content Manual or a testing of the ICE materials and finally, whether the output should be a content manual or a concept manual.

The Inception Meeting provided the following key clarifications:

- The Specific messages of the communications campaign will be informed by the other consultancies as such, the findings/information from the other consultancies will be shared by OCC with 2R.
- OCC will facilitate coordinating the meetings with the Sector Agencies and Key stakeholders
- OCC will provide all National Documents on RE to 2R by or before **May 2**

- Key Agencies for RE are GPL, GEA, Hinterland Electrification Company Inc (HECI), Ministry of Communities, Department of Environment (DOE), Municipality of Bartica, OCC. Ministry of Public Infrastructure
- Timelines with dates for the work-plan have been set and agreed to for the first month of the project. Due to the inability to confirm the date for the meeting with Municipality and key stakeholders the revised Work Plan after the first month will include timeframe for completion as against dates.

-OCC will consolidate the Work Plans of the three (3) additional consultancies, which will assist in providing an indicative timeline for 2R's Work Plan based on the delivery of the respective outputs

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- First Mission to Bartica will be coordinated with all other consultants. ~~OCC will take the lead in coordinating this session.~~ to facilitate hosting of first National Workshop.
- OCC and 5C have committed to a 1-week maximum turn-around time for feedback/response on submissions by 2R.

### **Coordination, Management and Reporting**

Ms Yvette DeFreitas is 2R's Project's Coordinator and would be the direct liaison between 2R and OCC.

The Inception Meeting has clarified the role of the OCC in coordinating engagements with key stakeholders, ensuring collaboration and sharing across the outputs of the TNES

An electronic copy of the draft Content Manual will be presented to the Head of the OCC for distribution and review within the OCC, the Project Execution Office, the Bartica Municipality and other key stakeholders



### **III. DELIVERY APPROACH AND METHODOLOGY**

2R will meet the objectives of the consultancy through the approach and methodologies described below.

#### **Stage 1: Development and Finalisation of Content Manual**

2R has contracted the services of a communications specialist as its key expert to deliver this stage of the Work Plan. In completing this stage, 2R will: (1) visit Bartica to have a better understanding of the environment and (2) complete a thorough desk review of relevant energy policies and strategies, existing and upcoming reports from TNES interventions and all relevant information informing the design of relevant messages. 2R will prepare a proposal of Information Communication and Education (ICE) tools/materials, outlining the objective for each, and its advantages. This content will then be shared with stakeholders for feedback.

The initial consultations and desk review will then inform the conceptualization, layout, format and design of all promotional materials and activities as part of the public awareness plan. This will inform the content of the Draft Content Manual which will then be tested with target audiences.

The Draft Content manual will then be revised based on responses and feedback, including from the OCC.

#### **Stage 2: Implementation of Content Manual**

2R has retained the services of a creative production specialist as its key expert to direct all communications and develop and deliver the communication outputs, as agreed in the Content Manual. Draft production outputs will be tested before finalized.

2R Production will prepare a final report including the content manual, of the work undertaken in this consultancy and will deliver all the final deliverables in the agreed formats.

#### IV. DELIVERABLES TIMELINE

Deliverables	Estimated Working Days	Expected Submission Date
Inception Report	8	May 8, 2018
Interviews and Consultations with key Stakeholders	2	May 17-May 18
Desk Review	3	June 13, 2018
Draft Content Manual	14	June 28, 2018
Prepare proposal of ICE tools/materials	3	July 1, 2018
Develop Outputs for testing	15	August 4, 2018
Pre-Test Outputs	3	August 7, 2018
Final Content Manual	7	August 20, 2018
Radio outputs:	2	September 2, 2018
Television outputs:	4	September 4, 2018
Printed outputs (Newsletter):	1	September 1, 2018
Printed outputs (Brochures):	8	September 10, 2018
Printed outputs (Posters):	8	September 10, 2018
Final Report	3	September 18, 2018

The revised Work Plan is attached as Annex 1.

The key items revised are as follows:

- The project requires a Content Manual and not both a Concept Manual.
- OCC will assist in facilitating meetings between 2R and key agencies and stakeholders.
- Instead of having several meetings between the 2R and the Agencies, the intention is to convene one meeting.
- OCC will organize a forum in Bartica with all the consultants of this project to create some synergy as opposed to have them working singularly.
- Based on a number of factors, we established at the Inception Meeting firm dates for deliverables within the first month. After this period, dates for the remaining deliverables will be forthcoming

- The cogent areas to be covered in the Content Manual (in Annex 1) were provided by OCC.

## V. ASSUMPTIONS AND RISKS

Delays in the turnaround time for responses to draft outputs from stakeholders will impact on the ability of 2R to meet the contract deliverables timeline and may incur additional costs in retaining the services of key experts. 2R Production is mindful of this risk and commits to keeping OCC informed in a timely manner on progress to ensure that impending issues can be flagged and addressed pro-actively.

It is also important that key stakeholders are kept informed of the project progress in a timely manner, and are able to respond meaningfully to the shaping of the final outputs. 2R will maintain active open communications with key counterparts ensuring that questions and requests for clarifications are quickly addressed.

## **ANNEX 1: Indicative Outline of the Content Manual**

1. Introduction
  - Background/Context
  - Project's Objectives/Outputs
  - Where does this consultancy fit within the framework of Guyana becoming a Green state and Bartica the model town
  - Relevance and Expected deliverables of the consultancy
  
2. Methodology
  
3. Target Audience
  
4. Key Messages
5. ICE materials and rational
  - What are the specific materials which would be produced (examples/samples),
  - the medium of delivery
  - assessment of each – advantages and disadvantages
  
6. Expected Outcomes and Impact
  
7. Implementation Plan
  - How the work will be rolled out
  - How will it be implemented
  
8. Sustainability Plan
  - Roles, responsibilities of agencies/partners taking it forward)
  - Replicability









14	Produce & submit final Radio & TV Outputs																																								
	Produce & submit final Print Outputs																																								
15	<b>Commence awareness &amp; public relations campaign</b>																																								
16	<b>Prepare &amp; Submit Final Report of Activities &amp; work undertaken in the consultancy</b>																																								