REQUEST FOR PROPOSAL – NATIONAL CRAFT POLICY AND STRATEGY FOR JAMAICA

MINISTRY OF TOURISM AND ENTERTAINMENT
REQUEST FOR PROPOSAL

REF. NO. MTE 2014/3

Title of Consulting Services:
NATIONAL CRAFT POLICY AND STRATEGY FOR JAMAICA CONSULTANCY
On behalf of the Government of Jamaica, the Ministry of Tourism & Entertainment, has committed funds to undertake the NATIONAL CRAFT POLICY AND STRATEGY FOR JAMAICA CONSULTANCY for which this Request for Proposals is issued.

The Ministry of Tourism & Entertainment now invites proposals for the provision of the following consulting services: NATIONAL CRAFT POLICY AND STRATEGY FOR JAMAICA CONSULTANCY. More details on the services are provided in the Terms of Reference.

A firm will be selected under Quality and Cost-Based Selection procedures for Consultancy Services described in this RFP, in accordance with the Government of Jamaica Handbook of Public Sector Procurement Procedures which can be found at the following website: www.mof.gov.jm.

Consultants intending to apply must note the following:

1) The Financial Proposal is to be submitted together with Technical Proposal.

2) Proposals must remain valid 90 days after the submission date, i.e. until: NOVEMBER 2, 2014.

3) Clarifications may be requested not later than TEN (10) days before the submission date that.
   - The address for requesting clarifications is:
     Ministry of Tourism and Entertainment
     Tourism Policy and Monitoring Division
     64 Knutsford Boulevard
     Kingston 5
     Phone: 908-5980; Facsimile: 920-4944
     E-mail: elecia.myers@mot.gov.jm or shane.cunningham@mot.gov.jm

4) Proposals shall be submitted in the English language

5) The estimated number of professional staff-months required for the assignment is six (6) months.

6) The technical proposal should describe the approach, methodology and outline the work plan and should consist of 10 pages, including charts, diagrams, comments and suggestions, if any, on the Terms of Reference and counterpart staff.

7) Reimbursable expenses will be provided and will include:
   a) The cost of necessary travel, including transportation of the Personnel by the most appropriate means of transport and the most direct practicable route;
b) Cost of applicable international or local communications such as the use of telephone and facsimile required for the purpose of the Services

c) Cost of printing and dispatching of the reports to be produced for the Services;
   - Costs associated with stakeholder consultations will be borne by the Ministry of Tourism and Entertainment.

8) Amounts payable by the Procuring Entity to the Consultant under the contract will be subject to local taxation
   - It will not be the responsibility of the Ministry of Tourism and Entertainment to pay such taxes on behalf of the Consultant.
   - The Consultant is responsible for the payment of local taxes from the budget stated.
   - At the time of the contract award, overseas bidders shall present to the Procuring Entity a valid Tax Compliance Certificate.
   - Local bidders shall submit their Tax Compliance Certificate at the time of bid submission.

9) The Consultant must submit one (1) Original and four (4) copies of the Technical Proposal, and the original of the Financial Proposal.
   - Your submission should be placed in an unmarked envelope addressed as under:

   NATIONAL CRAFT POLICY AND STRATEGY FOR JAMAICA
   CONSULTANCY
   c/o The Procurement Officer
   Corporate Services Division
   Ministry of Tourism & Entertainment,
   64 Knutsford Boulevard,
   Kingston 5

   and deposited in the Tender Box located on the First Floor, in the Reception Area clearly marked:

   NATIONAL CRAFT POLICY AND STRATEGY FOR JAMAICA
   CONSULTANCY
   c/o The Procurement Officer
   Corporate Services Division
   Ministry of Tourism & Entertainment,
   64 Knutsford Boulevard,
   Kingston 5
   RFP: NO. MTE 2014/3

10) The deadline for receipt of your proposal is Monday, August 4, 2014 at 10:00 a.m.
11) The criteria and point system for the evaluation of the proposals will be as follows:

<table>
<thead>
<tr>
<th>Criteria Assessment Areas</th>
<th>Scores</th>
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<tbody>
<tr>
<td>1. Adequacy of the proposed technical approach, methodology and work plan in responding</td>
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<tr>
<td>to the Terms of Reference</td>
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<tr>
<td>• Technical Approach and Methodology</td>
<td>20</td>
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<td>• Proposed Work Plan</td>
<td>10</td>
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<tr>
<td>2. Qualification and Competency of the Consultant</td>
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<tr>
<td>• Master’s Degree in Craft or Cultural related studies, Development Studies, Business</td>
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<tr>
<td>Management, Tourism Management Entrepreneurship or related field in the Social</td>
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<td>Sciences</td>
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<td>3. Experience of the Consultant for undertaking the particular assignment</td>
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<td>• Ten (10) to fifteen (15) years working experience in the craft industry and/or</td>
<td>40</td>
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<tr>
<td>Business development/entrepreneurship</td>
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<td>• Extensive experience conducting research and writing policy documents</td>
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<td>4. Experience of the Consultant in the Caribbean/Jamaican context</td>
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<td>• Regional experience in Craft development and marketing</td>
<td>10</td>
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<td>TOTAL</td>
<td>100</td>
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12) Price Conversions:
   • The single currency for price conversions is: Jamaican Dollars
   • The source of official selling rates is: Central Bank of Jamaica
   • NB. All bid prices quoted in foreign currencies will be converted at the prevailing selling rate established by the Central Bank of Jamaica on the date of bid submission.

13) The formula for determining the financial scores is the following:
   • \( S_f = 100 \times \frac{F_m}{F} \), in which \( S_f \) is the financial score, \( F_m \) is the lowest price and \( F \) the price of the proposal under consideration.
   • The weights given to the Technical and Financial Proposals are:
     \( T = 0.8 \)
     \( P = 0.2 \)

14) The expected date for commencement of consulting services will be on or before September 2014 at the Ministry of Tourism & Entertainment, 64 Knutsford Boulevard, Kingston 5.
Terms of Reference

1. General Introduction

According to the UN World Tourism Organization (UNWTO, 2006) Tourism is the 21st century’s number one industry, and handcraft is one of the fastest growing activities. Handicrafts are an integral part of the tourism experience for international tourists. A good quality handicraft taken home from an enjoyable holiday has continuing power to evoke wonderful memories, and indeed to arouse the interest of others who see it and to encourage them to visit the destination. The production and sale of handicrafts can foster the continuity of local traditions and contribute significantly to poverty alleviation, through its ability to create jobs, socio-economic opportunities, and an enhanced quality of life in local communities. Managed well, the handicraft industry has the capacity to create high added value, and the money spent on crafts spread instantly and undiluted into the local community.

2. BACKGROUND

The Government of Jamaica, through the Ministry of Tourism and Entertainment, aims to develop a Craft Policy & Strategy for Jamaica focusing on:

1. A strengthened and competitive craft sector with improved activities and products throughout the value chain.
2. An Improved operational and infrastructural system and structure that will lead to sophistication of the products and services as well as increased productivity.
3. A strong, effective governance framework for the development and promotion of the craft sector.
4. The promotion of genuine Jamaican craft products and cultural experiences to strengthen Jamaica’s cultural capital.
5. The establishment of supporting infrastructure to build capacity of personnel in all aspects of craft production.

The Policy aims to streamline the Craft sector by facilitating incremental improvements in quality, variety, value, marketing, sales, customer satisfaction and profits. To this end, the Policy aims to promote greater local identity of finished craft and souvenirs, innovation, better packaging, regulation, production and distribution facilities.

This policy reflects the Government’s commitment to develop craft into a prosperous sector through appropriate strategies. The government endorses the need to streamline the governance framework for the sector as a critical component of any set of strategies to be implemented. The Bahamian Straw Market Authority model, among others, have been explored and to this end, the establishment of a Craft Council as a Phase I and a Craft Authority as Phase II has been proposed as key strategies in a policy on craft.

The Policy will address factors which are critical to the sustainability and growth of the craft industry in Jamaica, and which enable successful enterprise. It will also elaborate on strategic objectives from the sourcing of raw materials to the packaging and branding of an ‘Authentic Jamaica’ brand, to ensure that local craft producers and traditional artisans benefit from the marketing and commercial opportunities provided by the tourism industry.
3. **Scope of Work**

Under this tender, the client may wish to hire the services of a qualified consultant or Consultancy team to prepare a Craft Policy & Strategy for Jamaica. Following standard practice and format in the presentation of such documents and informed by the Guidelines for Policy Documents published by the Cabinet Office of Jamaica, the Consultant is expected to complete the following tasks:

3.1 Conduct meetings and consultations with key Ministries, Departments, Agencies, and craft related educational and training institutions, craft practitioners and key stakeholders to inform policy development;

3.2. Offer a clear definition of “Arts, Craft, Souvenir, Artisans, Fine Arts, Tourist Art, Artist and Craft Producer” based on literature review and stakeholder consensus;

3.3. Define the policy scope;

3.4. Present a succinct Situational Analysis which should:
   a) Examine the political, economic, social, technological, environmental and legal context in which Jamaican craft designers, producers and traders are currently doing business in the local and international tourism marketplace;
   b) Briefly review relevant national laws, policies, plans, strategies and programmes which may support or conflict with the objectives and outcomes of the Craft policy, including (a) The Master Plan for Sustainable Tourism Development and (b) National Development Plan – Vision 2030 and the Sector Plans (c) Medium Term Socio Economic Framework; (d) Green Paper towards a Community Tourism Policy (e) National Export Strategy; (f) Growth Inducement Strategy for Jamaica in the Short and Medium term (2012)(g) Profile of Producers in the craft; (h) Ministry Paper 19 – A Craft Development Policy for Jamaica by the Right. Hon. Edward Seaga, Prime Minister of Jamaica (May 20, 1981) and (i) appropriate cultural and environmental policies;
   c) Evaluate the institutional framework, in particular within the Government of Jamaica, for craft development;
   d) Identify the strengths, weaknesses, threats, risks and opportunities which face the Jamaican Craft industry and
   e) Articulate why the policy is an imperative given the situational and contextual realities

3.5. Explore or define an applicable scope and significance of craft within the context of Jamaica’s craft and tourism development.

3.6 Define Authentic Jamaican Craft

The consultant must address the following questions:

a) What constitutes authenticity?
b) Who will be tasked with designating craft as authentic?

(c) How will authenticity be monitored and by whom?

3.7. Conduct a Gap Analysis which should:
   a) Identify primary issues, problems and challenges the policy should address
   b) Determine the critical success factors for implementing a Craft Policy;
   c) Review different modalities to identify best practices and appropriate mechanisms for engaging the various stakeholders; and
   d) Recommend strategies for bridging the gaps which exist in the promotion, facilitation, distribution and operation of local Jamaican Craft.

3.8. Articulate the objectives of the policy to, among other things:
   a) Resolve key issues and challenges to be addressed in order for craft to contribute significantly to the Jamaican economy
   b) Support and encourage the development of community-based craft enterprises in the micro, small and informal sector;
   c) Address the disadvantaged position of craft related communities in the tourism marketplace; and
   d) Involve local people in the planning of craft activities.

3.9. Develop strategies that will actualize the government’s commitment to:
   a) Create opportunities for craft designers, producers, craft traders and craft markets to increase their involvement and earnings from the industry;
   b) Foster the creation of Authentic Jamaican craft for sale in craft markets, within communities and in organized rotation programmes;
   c) Explore successful business models and examining how craft producers can gain access to affordable credit and financing;
   d) Encourage environmentally- and culturally-sustainable development of craft and souvenirs;
   e) Foster diversification of local craft and souvenir products available;
   f) Develop strategies to implement craft related curricula at all three levels of education;
   g) Register Craft producers and traders;
   h) Develop minimum licensing requirements and compliance procedures for traders at the following venues: the accommodation, attractions, shopping sub-sectors, and within communities;
   i) Maximize the viability of Craft Sales outlets
j) Identify growth areas, opportunities and priorities;

k) Recommend strategies for the handling of imported craft

l) Provide market assistance, including market intelligence;

m) Facilitate Capacity-building to facilitate training and development of local cottage industries;

n) Explore Investment incentives for craft and identify best practices as it relates to incentivising the craft sector;

o) Provide technical advice and facilitation services by government agencies;

p) Coordinate and provide policy guidance to NGOs, charities and donors that promote the craft industry;

q) Enhance financial support from government through established channels, towards social development and infrastructural improvement;

r) Foster craft development at the level of the community and stimulate private sector investment in communities.

3.10 Locate, within the policy, the Craft Authority as a key strategy and mechanism for the governance, development and growth of the Jamaican craft industry including providing recommendations on its legal and regulatory operational framework.

3.11. Develop an implementation plan which outlines actions and the roles and responsibilities of government agencies (including areas for inter-agency collaboration). The Consultant should also elaborate on the role of the Craft Authority in the development, administration, management, training, marketing and financing of the craft sector and its outputs and required resources for craft;

3.12. Determine a communications approach to guide policy development and policy implementation processes

3.13. Develop a monitoring and evaluation (M&E) framework for strategy implementation, including expected outcomes, outputs and performance indicators;

3.14. Coordinate and conduct national consultation sessions in which the final draft of the Policy and Strategy is presented to communities, linked sectors and interest groups.
4. Qualifications and Experience

The successful Consultant or Consultancy Team should possess the following minimum qualifications:

a. Master’s Degree in Craft or Cultural related studies, Development Studies, Business Management, Tourism Management Entrepreneurship or related field in the Social Sciences;

b. Ten (10) to fifteen (15) years working experience in the craft industry and/or Business development/entrepreneurship;

c. Extensive experience conducting research and writing policy documents;

d. Excellent qualitative and quantitative research skills;

e. Business development skills

f. International and/ or regional experience in Craft development and marketing

g. Working knowledge of craft dynamics and minimum five (5) years experience working with Jamaican communities;

h. Experience in participatory methods;

i. Project management skills;

j. Familiarity with the Government of Jamaica’s policies, plans and programmes;

k. Awareness of sustainable development principles;

l. Excellent knowledge of computer applications and the ability to generate reports and presentations.

N.B. It is strongly recommended that International/ Regional Consultants work with a Jamaican-based counterpart.

6. Deliverables and Timelines

The Consultant/s will be expected to provide:

(a) Work plan with timeline within one (1) week of signing contract

- Literature Review to include situational analysis and gap analysis of existing policy, legislative and institutional framework for craft, Bibliography/References cited and Appendices with list of persons and institutions interviewed, as well as discussion guides, survey instruments or other tools to be used to gather information; within three (3) weeks of signing contract

(b) Draft Craft Policy and Strategy document within six (6) weeks of signing contract;

(c) Conduct national consultation sessions on draft policy document within fourteen (14) weeks of signing contract;

(d) Finalized Craft Policy and Green Paper within twenty-one (21) weeks of signing contract;

(e) Implementation schedule and monitoring and evaluation framework within twenty-four (24) weeks of signing contract;
6. **Payment Schedule**

   (a) 5% on submission and acceptance of work plan  
   (b) 5% on submission and acceptance of situational analysis and gap analysis  
   (c) 20% on completion and acceptance of draft Craft Policy and Strategy document  
   (d) 20% on completion of national consultation sessions and submitting consultation report  
   (e) 30% on completion and acceptance of Finalized Craft Policy and Strategy and White Paper  
   (f) 20% on completion and acceptance of Implementation schedule and monitoring and evaluation framework

7. **Duration of Contract**

   Six (6) months

8. **Procurement Selection Method – Local Competitive Bidding**