



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

**Country:** Belize

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

**Sector:** Waste Management

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

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

**Deadline:** September 22, 2021

The Government of Belize (GOB) has received financing from the *Inter- American Development Bank (IDB)*, towards the cost of the Solid Waste Management Project II and a Non - reimbursable Technical Cooperation- Innovation in the Solid Waste Management Sector in Belize and intends to apply part of the proceeds for an Individual Consultant in the capacity of Innovation in Solid Waste Awareness Campaign Manager at the Belize Solid Waste Management Authority (BSWaMA) within the Ministry of Natural Resources, Petroleum and Mining.

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

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

Specific responsibilities will include:

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



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

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

## B) QUALIFICATIONS AND EXPERIENCE

**Education:** The candidate will have an Associate degree in Marketing, Communications, Business Administration, or similar. A Bachelor's Degree in a relevant field with demonstrated success in the field will be a plus.

**Experience:** The consultant will have at least 8 years of general work experience with 5 years of specific work experience in the field of designing and implementing awareness campaigns for an activity or product. A high level of graphic design skill with Photoshop or other relevant computer program, videography, content creation, and social media proficiency is required.

**Languages:** English

## C) TERMS OF ENGAGEMENT

- Type of contract and modality: Individual Consultant
- Length of contract: 60 days over 9 months
- Estimated start date: October 2021

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

The *Ministry of Natural Resources, Petroleum and Mining* now invites eligible individual consultants to indicate their interest in providing the Services. Interested individual Consultants must provide information (**curriculum vitae which include a description of relevant work experience, academic qualifications, two letters of reference and other relevant supporting documentation, inclusive of previous graphic design and videography work.**) demonstrating that they have the required qualification and relevant experience to perform the Services.

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



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

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

Expressions of interest can be submitted by hardcopy to the address below by Wednesday, September 22, 2021, at 4:00 p.m.

**Belize Solid Waste Management Authority**

Attn: Mrs. Melanie Gladden, Procurement Officer  
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