BARBADOS WATER AUTHORITY
REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTING SERVICES - DESIGN AND IMPLEMENTATION OF PUBLIC AWARENESS CAMPAIGNS ON WATER USE AND WATER CONSERVATION

Institution: Inter-American Development Bank (IDB) and Green Climate Fund (GCF)

Country: Barbados

Project: Barbados Climate Resilient South Coast Water Reclamation Project (SCWRP), Project BA-L1063

Abstract: To engage the services of a consulting firm to research, design, implement, monitor and evaluate an integrated, evidence-based public awareness campaign on water use and water conservation in support of Output 4.6: Stakeholder awareness and engagement plan designed/upgraded and implemented.

Loan No.: BA-L1063

Contract/Bid No.: BWA-IDBCS003

Deadline: November 25, 2026

1. The Government of Barbados, through the Barbados Water Authority (BWA), is implementing the Barbados Climate Resilient South Coast Water Reclamation Project (SCWRP), Project BA-L1063. The Project seeks to enhance the resilience and reliability of Barbados' water supply, including through the safe reuse of reclaimed wastewater, while strengthening institutional capacity for water resources management, operational efficiency, monitoring and gender mainstreaming.

2. Under the Project, a core result is the design or upgrading and implementation of a stakeholder awareness and engagement plan (Output 4.6: Stakeholder awareness and engagement plan designed/upgraded and implemented). BWA, via the Project Executing Unit (PEU), intends to engage a qualified consulting firm to research, design, implement, monitor and evaluate an integrated, evidence-based public awareness campaign on water use and water conservation. The services include but are not limited to:

    i. Establishing an evidence-based understanding of stakeholder knowledge, attitudes, perceptions, information needs and barriers to behaviour change;
    ii. Developing a coherent campaign strategy, implementation plan and message framework tailored to priority audiences;
    iii. Increasing awareness and adoption of practical water-use and water-conservation behaviours among households, businesses, institutions and other water users;
    iv. Implementing inclusive engagement and communication activities that build informed support, respond to concerns and direct project-related feedback or grievances through the established Grievance Redress Mechanism (GRM); and
    v. Measuring campaign reach, engagement and changes in awareness, knowledge, attitudes and reported or observed practices, and strengthening BWA's capacity to sustain effective public education activities.

3. The Consultant shall provide all professional services necessary to plan, design, implement, coordinate, monitor and evaluate the approved campaigns. The campaigns shall address two connected but distinct themes: (i) responsible and efficient water use; and (ii) water conservation and protection of freshwater resources. Engagement shall be inclusive, gender-responsive and accessible to persons with disabilities and other groups that may face barriers to information or participation.

4. The consultancy shall be completed within twelve (12) months (52 weeks) from contract commencement. The TOR identifies six key deliverables: Inception Report; Situational Assessment Report; Water Use and Water Conservation Awareness Campaign Strategy and Costed Implementation Plan; Integrated Communication Package; Campaign Implementation Report; and Campaign Monitoring, Evaluation and Final Consultancy Report.

5. The Barbados Water Authority (BWA) invites Consulting Firms ("Consultants") to submit Expressions of Interest with respect to providing the referenced consultancy services.

6. Interested firms should provide information demonstrating that they have the qualifications and relevant experience required to perform the Services. Consistent with the TOR, the following experience is relevant:

    i. At least ten (10) years of demonstrated experience in strategic communications, public awareness, behaviour-change communication, stakeholder engagement or public education;

    ii. Successful completion of at least three comparable multi-channel public awareness or behaviour-change assignments within the last seven years;

    iii. Experience in at least one assignment related to water, wastewater, water conservation, reclaimed water, environmental sustainability, public health, climate resilience, utilities or comparable infrastructure;

    iv. Capacity to manage research, strategy, stakeholder engagement, creative development, media, digital communications, audiovisual production, outreach and monitoring and evaluation; and

    v. Experience working with governments, public utilities or development-financed projects. Experience with the IDB, GCF, EIB or another multilateral development institution, and experience in the Caribbean or another Small Island Developing State context, are assets.

7. Expressions of Interest shall be evaluated and firms ranked according to their qualifications, relevant experience, competence and references, including experience in strategic communications, public awareness, behaviour-change communication, stakeholder engagement or public education; comparable multi-channel assignments; relevant water, wastewater, water conservation, water reclamation, environmental sustainability, public health, utilities or comparable infrastructure sectors; and work with governments, public utilities and/or development-financed projects.

8. In assessment of submissions, consideration will be given to eligibility, technical competence, qualifications and experience on similar assignments of the firm. All information must be submitted in English.

9. Selection of the Consultant will be undertaken through the Quality Cost Based Selection (QCBS) method 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 Consulting Firms as defined in the policies. The procurement process shall be subject to IDB ex-ante review and no-objection requirements.

10. Interested firms may request further information or details on the Terms of Reference and other relevant documentation for the consultancy from the Government's Procurement Portal at

https://gov-bb.bonfirehub.com. Submissions should also be uploaded to the above-mentioned procurement portal no later than **November 25, 2026 - 11:30 p.m., Atlantic Standard Time.** The electronic submission should include the name and address of the applicant, and the subject heading shall clearly indicate "Request for Expressions of Interest - Consulting Services – Design and Implementation of Public Awareness Campaigns on Water Use and Water Conservation."

11. All queries from interested bidders must be submitted electronically to https://gov-bb.bonfirehub.com/ through the Vendor Discussions section under the respective Project (procurement).

12. Interested bidders should register in the Government's e-procurement portal at https://gov-bb.bonfirehub.com/login/. Detailed instructions for registration are available at https://procure.gov.bb.

13. Any firm incorporated outside of Barbados which is awarded a contract will be required to be registered in Barbados as an External company under the 'Companies Act of Barbados' CAP. 308, found at https://www.investbarbados.org, prior to the commencement of the contract. Information on the requirements as an external company can be obtained from the Corporate Affairs and Intellectual Property Office (CAIPO), Ground Floor, Baobab Towers, Warrens, St. Michael, Barbados, Telephone No: (246) 535-2401, E-mail Address: general@caipo.gob.bb OR request@caipo.gob.bb. Interested firms that are required to be registered must note that the registration process is lengthy and should therefore commence as soon as possible.

14. Applicants should be aware that the Labour Clauses (Public Contracts) Act Cap.349 shall, in so far as is applicable to the tenderer, apply to any contract made in respect of the tender. Full details of the conditions of this Act, Cap.349 may be obtained from the Government Procurement Department, Bay Street, Bridgetown, St. Michael or via the International Labour Organization (ILO) database of labour legislation website http://blue.lim.ilo.org/cariblex/browse_country_barbados.shtml. Consulting Firms should submit the certificate required by paragraph 3 of the schedule to the Act with their tender.

15. The electronic submission should include the name and address of the applicant, and the subject heading shall clearly indicate "Expression of Interest - Consulting Services - Design and Implementation of Public Awareness Campaigns on Water Use and Water Conservation

16. A list of not less than five (5) and not more than eight (8) applicants will be shortlisted for this consultancy. The Barbados Water Authority reserves the right to cancel the present invitation partially or in its entirety and will not defray any costs incurred by any applicant in the preparation and submission of the Expressions of Interest.

17. Applications that do not comply with the conditions set out in this Notice will not be considered.

18. Late submissions will not be accepted.