

Terms of Reference

Consultancy to Support the Central Statistics Office to Institutionalise Strategic Communication of Official Statistics for the OECS Data for Decision Making (DDM) Project - Grenada Component

Title	Consultancy to Support the Central Statistics Office to Institutionalise Strategic Communication of Official Statistics OECS Data for Decision Making (ODDM) Project - Grenada Component
Location	Central Statistics Office. Ministry of Economic Development, Planning and Cooperatives. Grenada.
Tentative Start Date	1st September 2026

1. Background

The Government of Grenada, jointly with Saint Lucia, Saint Vincent and the Grenadines (SVG), and the OECS Commission, is implementing the OECS Data for Decision-Making (DDM) Project, supported by the World Bank's International Development Association (IDA), with the objective of strengthening the institutional environment for producing, disseminating, and using official statistics. The Grenada component, effective since August 2022, is part of a broader regional effort to generate country-comparable data to inform policy and development decisions in selected OECS member countries. To that end, the OECS DDM Project supports strategic development of statistics in Grenada through the modernization of statistical legislation; data collection using primarily censuses and surveys; supply of IT equipment; and advocacy and communication. The Central Statistics Office (CSO) leads the implementation of the Project in Grenada.

Since project effectiveness, on the data collection side, two censuses have been completed – the Population and Housing Census (PHC) and the Census of Agriculture (CoA) – and two household surveys are ongoing – the Survey of Living Conditions-Household Budget Survey (SLC-HBS) and the Labour Force Survey (LFS). All data are geo-referenced to add a location dimension to the insights and analytics. These investments are generating an unprecedented volume of data on Grenada's population, economy, and living standards. For this data to fulfil its potential, it must reach – and be understood by – those who need it: policymakers, the private sector, civil society, and the general public. This requires a strategic, sustained, and institutionalized approach to communication. Yet, at present, the CSO currently carries out communication on a product-by-product basis, without an approved medium-term strategy, a public-facing service delivery charter, a consistent visual identity, or a structured plan for statistical releases and outreach. This limits its ability to make data accessible to

diverse audiences and users. With major outputs from the PHC, CoA, SLC-HBS, LFS, tourism statistics and trade statistics expected over the remaining life of the Project, the CSO requires a more systematic approach to audience segmentation, messaging, outreach, stakeholder engagement, feedback management and reputation management.

The CSO's digital presence similarly requires modernization to serve as a trusted, accessible gateway for data discovery and use. To maximize the return on its statistical investments – also beyond the Project, the CSO's website must support an improved user experience, clearer information architecture, accessibility, security, search engine optimisation, analytics, content management, and the publication of datasets, reports, maps and feedback tools in a manner that can be maintained by the CSO. Addressing the current gaps in strategic communication is intended to improve the statistical performance of the CSO as measured by specific indicators relating for instance to the use of social media accounts to disseminate data and information, access to a national database or data portal, perceptions of the quality of public services, and formal mechanisms used to solicit feedback from users on statistical products and services, as tracked in the PARIS21 Statistical Capacity Monitor (SCM) and reflected in the World Bank's Statistical Performance Indicators (SPI) framework, Pillar 2 (Data Services).

To support this agenda for strategic communication and advocacy of official statistics, the CSO seeks to engage an eligible firm to supply the services under this TOR and which can field a team with expertise and experience in communication, website development, Geographic Information Systems (GIS), and knowledge of pertinent international standards, best practices, and applicable tools and software related to strategic communication of official statistics. The selected firm should also demonstrate expertise in digital accessibility, search engine optimisation, website security, content management, and user analytics to ensure the sustainability of the solutions developed under this assignment.

2. Objectives of the Assignment

The purpose of this assignment is to support the CSO's strategic advocacy and communication endeavour to promote the availability of and access to its statistical products and services; and to extol the civic virtues of the official statistics profession. The specific objectives are therefore to provide technical assistance to the CSO to:

- (i) Sensitise the NSS partners and collaborators of their respective role and responsibilities for producing official statistics;
- (ii) Institutionalise brand recognition and reputation management to promote its mandate, purpose and principles as an organisation and as a partner through an approved communication strategy, branding framework and public service commitments
- (iii) Raise awareness of the role, principles and responsibilities for official statistics to attract students and job seekers to the profession;
- (iv) Communicate to a diverse data user community, putting them at the centre of its operations;
- (v) Promote and observe momentous regional and global events that are dedicated to strategically developing and celebrating data and official statistics;

- (vi) Modernise its online presence and improve user experience when interacting with its website content and features through a secure, accessible, responsive and maintainable public-facing website.

3. Scope of Work

The selected firm (or team of experts) will be responsible for delivering services for strategic communication and website enhancement; and where applicable, in accordance with the requirements of international recommendations, standards and protocols for data and official statistics. Additionally, the firm (or team of experts) will be expected to participate in working meetings related to the services being delivered, including regular presentations of work deliverables to the audience identified by the CSO. The firm will be required to undertake the following tasks: In delivering the assignment, the firm shall apply a quality assurance process, maintain regular consultation with designated CSO staff and submit all draft and final outputs in both editable and PDF formats.

(a) Strategic Communication of Official Statistics

Services are required to assist the CSO to create a coherent visual identity that communicates quality, professionalism and trustworthiness and in so doing make the official statistics profession appealing to fill the resource gaps that currently constrains progress in the development of statistics. These TOR services will be delivered in accordance with the requirements of international protocols for statistical communication such as the *UNECE Strategic Communication for NSIs* ([SCNSI](#)); and the *PARIS21 Handbook for Developing a Communication Strategy* ([HDCS](#)); and other appropriate standards, principles, frameworks and best-fit practices for marketing, promotion and communication.

- (i) Undertake a desk review of the CSO Statistics Act (and draft Bill); published statistical products; current and previous communication plans, events and materials, including the CSO website, logo and tagline; CSO and NSS assessments and audit reports to gain an understanding of the mandate, principles and code of practice for producing and disseminating data and official statistics;
- (ii) Use this information to analyse the CSO's current communication situation and practices and benchmark the findings against international guidelines such as the SCNSI and the HDCS and draft a three-year communication strategy for official statistics; The strategy should include stakeholder mapping and audience segmentation, key messages by audience, a communications calendar, risk and crisis communication protocols, and a monitoring and evaluation framework with performance indicators and indicative implementation budgets
- (iii) Undertake a desk review of service delivery charters that are used by other NSOs (e.g. Australia, Canada, South Africa, Kenya); and undertake consultations, interviews, focus groups and/or user surveys with key data users and designated CSO staff to gain a comprehensive understanding of data users' expectations of the CSO's statistical products and services. Use this information to prepare a formal, public commitment that describes and outlines the standards, quality and timelines for data production, analysis and dissemination. The charter fosters trust by holding the CSO accountable to its standards. The charter should also define service standards for

responding to data requests, complaints and feedback, including indicative response times and escalation arrangements.

- (iv) Undertake a desk review of the style guides used by other NSOs e.g. UK Office of National Statistics ([ONS](#)); [Eurostat](#); among others, to gain an understanding of the requirements and best practices. Distil the best-fit requirements for the CSO to facilitate a coherent experience across all media, whether print, digital or physical spaces; and in videos, publications and on the CSO website; and prepare a style guide for branding the CSO and its products. It should further include templates for reports, presentations, social media cards, press releases, event branding and email signatures to support consistent application of the brand.
- (v) Review the *UN World Statistics Day (WSD) Resolutions 1 and 2*; annual WSD observations around the world and *CARICOM Statistics Day (CSD) events* to gain an understanding of the purpose, objectives, themes, target audience and the requisite content and messages. Use this information to prepare a campaign plan to execute a career fair for data, analytics and official statistics (in support of the *Scholarship Programme implemented under the OECS DDM Project*), and one or more agreed official statistics observation events during the contract period using data. The plan should include an annual content calendar, responsibilities, budget assumptions, partnership opportunities and indicators for measuring reach and engagement.
- (vi) Facilitate a training workshop on strategic statistical communication for the CSO and MDAs to build capacity for good statistical advocacy and communication; strategic communication planning; measuring success and the impact of communication programmes. Training materials, presentations and practical toolkits used during the workshop shall be submitted as part of the deliverables.

(b) Website Enhancement

Services are required to modernise the CSO website to improve user experience and access with a clean and modern interface; to be mobile-friendly and responsive across all electronic devices; and with intuitive navigation. These TOR services will be delivered in accordance with the requirements of international protocols for data and official statistics such as: *What Makes an Effective National Statistical Office Website? Lessons from ODIN*; *UNECE Strategic Communication for NSIs (SCNSI)*; and best practices such as the *EU Geospatial data from agricultural census: Methodological Note (GACMN)*; and with modern website features and standards. The upgraded website should be accessible, secure, easy to maintain, optimised for search engines, and designed to support data discovery, download and user engagement.

- (i) Review the CSO's current website; and a sample of websites of other national statistical offices and comparable official data dissemination platforms, including relevant offices in the OECS/CARICOM region and selected NSOs outside the region, to gain an understanding of the requirements for a national statistical office, and to define the business goals and target audience profiles. Use this information to outline a functionality and content strategy. This review should include a content audit, information architecture assessment, accessibility review and user journey analysis for key target audiences.

- (ii) Collaborate with the Strategic Communications Consultant, where engaged, and designated CSO staff to apply the standards in the approved *CSO Branding Style Guide* to the website's visual imagery and use the approved website functionality and content strategy to produce high-fidelity website mock-ups for review and feedback from the designated CSO staff. Use the feedback to produce the website design specifications. The mock-ups should clearly reflect homepage and landing page layouts, dataset or publication pages, search and filter options, and interactive data and map interfaces.
- (iii) Refresh, test and deploy a functioning website with a frontend (what users see) and backend (server, database and applications); a content management system (CMS); integrate features such as databases, GIS maps and feedback polls. Work with the designated CSO staff to upload the data, information and other content. The website should also include role-based administrative access, website analytics integration, backup and recovery arrangements, user acceptance testing, accessibility features and migration of approved legacy content.
- (iv) Prepare a maintenance guide for the website and facilitate a practical training workshop for designated CSO staff on the routine management and administration of the website. The training shall include hands-on guidance on content management, publication of datasets and reports, use of feedback polls and surveys, basic website administration, access to website analytics, and interpretation of website performance data. The training shall also include guidance on the preparation of a basic website analytics report, covering key website metrics, user engagement trends, content performance, feedback received through polls or surveys, areas requiring improvement, and practical recommendations for strengthening the website's use and effectiveness.
- (v) Submit a *Service Level Agreement* for website maintenance and servicing; to continuously monitor the site's performance and security; to perform regular backups and updates for plugins, themes and the Content Management System (CMS). The firm shall also specify the post-launch support period, helpdesk arrangements, incident response timelines and procedures for resolving defects.

4. Deliverables

All images, illustrations and icons that are used or recommended used must adhere to the requirements for [Creative Commons](#) attribution. Unless otherwise agreed, all reports and manuals shall be submitted in editable and PDF formats, and all source files created under the assignment shall become the property of the Government of Grenada.

Deliverable	Content
1. Inception report	Introduction; understanding of the assignment; questions on the TOR, if any; approach and methodology, workplan and Gantt Chart to deliver services under the scope of work. Stakeholder engagement plan, quality assurance approach, staff mobilization schedule and proposed reporting arrangements.

Deliverable	Content
Strategic Communication of Official Statistics	
2. Report on the CSO's Current Communication Practices	Purpose, scope, methodology; description, analysis and recommendations for, <i>inter alia</i> , organisational functions, practices, behaviours, capability, communication channels, audience reach, and institutional arrangements for communication and dissemination.
3. Communication Strategy for Official Statistics	Purpose and audience; content and messaging; channels; dissemination; performance and evaluation; requirements to ensure brand and message consistency across all communication channels; and activities to make the message omnipresent and unavoidable. The strategy shall also include an implementation matrix with timed actions, indicative budgets and responsible officers/units.
4. Service Delivery Charter	This public-facing charter explains what users/customers can expect when they approach the CSO for information or help with the products and services. It serves as a framework for ongoing improvement and should be suitable for publication on the CSO's website and in downloadable format. It should delineate customer rights and responsibilities, offer guidelines for service requests, issue reporting, addressing complaints and feedback provision, including indicative response times and escalation arrangements.
5. CSO Style Guide for Visual Branding	Guidelines for photography, typography, videography, iconography, illustrations; colour palette; and how they can be used individually and collectively in videos, on billboards, banners, branded material, and so on; a library of photos, illustrations and icons; a logo and its permissible variations (colour contrast; size; position etc); a publication cover layout; templates for reports, presentations, social media cards, press releases, event branding and email signatures; editable source files. Where applicable, Creative Commons material attributions must be cited.
6. Campaign Plan	Specific activities to undertake a Career Fair for Data and Official Statistics, CARICOM Statistics Day and up to two agreed official statistics observance events during the contract period. It should achieve the communication goals; purpose, target audience, key messages, materials, branding, and the channels or methods to be used; timeline, budget, and metrics for measuring success. It should also include an annual content calendar, assigned responsibilities, partnership opportunities and indicators for measuring reach and engagement.
7. Career Fair for Data and Official Statistics	One event to be planned and delivered during the contract period, with timing to be agreed in the inception report and campaign plan. Deliverables should include the event concept, agenda, speakers, branded material, banners, booths, media and outreach content, and a feedback summary report disaggregated by sex and disability where feasible.
8. Official Statistics Observance Event(s)	Up to two official statistics observance events to be implemented during the contract period, with exact timing to be agreed in the campaign plan. Deliverables should include side events; speakers; branded material;

Deliverable	Content
	banners; media rounds for CSO staff, MDAs and other NSS partners; and brief event reports with reach and engagement metrics.
9. Final Summary Report	General description of the resources used, work performed and consultancy deliverables, as well as lessons learned and recommendations for follow-up actions, if any. Applicable to the communication services and the website development scope of work.

CSO Website Enhancement

10. Website Review Report	Feedback from users on the functionality and scope and quality of content; content, features and functionality; including SSL certification, data encryption, and protection against cyber threats; for integrating multimedia elements such as videos and image galleries. Content audit, information architecture assessment, accessibility review and user journey analysis.
11. Website Design Specifications Report	Sitemap to outline the structure and content hierarchy; content, features and functionality; including SSL certification, data encryption, and protection against cyber threats; for integrating multimedia elements such as videos and image galleries; for embedding social media feeds and interactive features to enhance engagement; for compatibility with browsers such as Google Chrome, Apple's Safari, Microsoft Edge, and Mozilla's Firefox; for Search Engine Optimisation (SEO) to improve visibility. Accessibility requirements, mobile responsiveness, role-based administration and analytics integration.
12. Functioning website	Ability to, inter alia, select a map to display data from a list of categories and associated subcategories associated with the data set; zoom and pan to a specific area; create and print maps; select a district and view and download data; download values in Microsoft® EXCEL format, CSV, and other applicable formats. Access to metadata; international standards; glossary; FAQs and other documents that describe the statistical business processes. Ability to do quick polls and solicit user feedback. Website analytics integration, role-based administrative access, migration of approved legacy content, accessibility features, and backup and recovery arrangements. Where applicable, Creative Commons material attributions must be cited.
13. Website Testing Report	Purpose, scope, testing objectives; testing environment; test type performed; test cases and scenarios; results, findings, recommendations; and record of user acceptance testing.
14. Public-facing website	Fully functional, responsive and user-friendly website.
15. Website Maintenance Guide and Website Service Level Agreement	Guide: clearly states how to manage the website, including details on the hosting arrangement, environment, and its configuration; SLA: inter alia, the level of service expected, including metrics for performance and quality, such as uptime, response time, and resolution time; an outline of the responsibilities; how performance will be measured; and what penalties or remedies will occur if the agreed-upon service levels are

Deliverable	Content
	not met. It should also specify the post-launch support period, helpdesk arrangements, incident response timelines and defect resolution procedures.
16. Training Workshop Feedback Report	Workshop objectives; methodology; topics; participants' feedback; areas for improvement; recommendations;

5. Duration

The period of implementation of the contract is **eight (8) months** commencing from the date of contract signing. The duration of the contract includes the turnaround time to receive feedback on deliverables. Given the scope and technical requirements of the assignment, firms may need to form partnerships or joint ventures, especially for specialized areas such as statistical communication standards, data dissemination platforms, GIS/data integration, and website modernization. As such, the firm (team of experts) is not necessarily expected to be in country for the full duration of the assignment, and a combination of in-country and remote support may be utilized where appropriate.

The firm shall provide a mobilisation schedule showing how the experts will be deployed across the 8-month implementation period, including time in country and remote support, where applicable. Additionally, firms may associate with regional or international experts to strengthen technical capacity where required.

6. Qualifications

(a) General qualifications

The general qualifications for the firm (team of experts) are that it should demonstrate knowledge of and/or familiarity with international standards, framework, classifications applicable to subject matter; be familiar with the social and political environment of the OECS and CARICOM regions; understand the nature of the work of a national statistical office; and the characteristics of a national statistical system; demonstrate proven experience in delivering assignments of similar scope and complexity; demonstrate experience in strategic communication, branding, public outreach, website development and related digital services; and possess the organisational and technical capacity to manage and deliver the assignment in a timely and satisfactory manner.. The firm should demonstrate:

- A minimum of five (5) years' experience in assignments related to strategic communication, branding, public outreach, digital communication, website development, or other similar services;
- Demonstrated experience delivering assignments of similar scope and complexity for public sector, development, statistical, research, or other knowledge-based institutions;
- Demonstrated experience preparing communication strategies, branding or style guides, campaign plans, stakeholder engagement outputs, or similar deliverables;

- Demonstrated experience designing, developing, upgrading or maintaining professional websites, including content management systems, mobile-responsive interfaces, accessibility features, search engine optimisation, website security and user analytics;
- Demonstrated experience conducting stakeholder consultations, user engagement exercises, training workshops or capacity-building activities related to communication, digital platforms or public information services;

(b) Demonstrated ability to coordinate multidisciplinary inputs and manage work planning, quality assurance, reporting and timely delivery of outputs. Specific Qualifications

The firm's specific qualifications and the duration of the team members' respective scope of work are provided below: The firm may propose additional non-key experts, as needed, to ensure the timely and satisfactory completion of the assignment.

Lead Expert: Strategic Communication for Official Statistics Expert

The Communication and Official Statistics Expert will be the team leader; specifically responsible for the communication and outreach activities and deliverables; and should have the following qualifications:

Education and Training

- Minimum of a Bachelor's degree in Journalism, Public Relations, Mass Communication, Development Communication, Public Affairs, Marketing, Statistics, Economics or a related field.

Relevant Professional Experience

- Minimum of seven (7) years demonstrated experience designing, developing and managing public communication campaigns.
- • Demonstrated experience supporting public sector, development, research, statistical, governance or knowledge institutions with communication strategy, stakeholder engagement, branding, advocacy or public information assignments.
- Demonstrated experience preparing communication strategies, service charters, branding or style guides, campaign plans and outreach materials for diverse audiences.
- Minimum of three (3) years' experience conceptualising, preparing and maintaining multimedia and interactive content (such as press releases, websites, success stories, audio, video), targeting a variety of audiences;
- At least three (3) assignments demonstrating experience relevant to official statistics, data dissemination, public sector communication or closely related subject matter.

Knowledge and Skills

- Solid communication skills including the ability to effectively use a variety of platforms, such as newsletters, blogs and social media to strengthen outreach efforts;
- Knowledge of the principles, ethics and good practices for strategic communication, public information and advocacy;
- Understanding of the role, principles and dissemination obligations of official statistics and national statistical offices; Ability to understand audience needs and develop customer-focused messages that help the CSO reach and engage its users;

- Demonstrated proficiency in Microsoft Office applications (WORD, EXCEL, Power BI, etc.); and Google Workspace applications.

Key Expert: Website Development Expert

The Website Development Expert will be specifically responsible for the website activities and deliverables; and should have the following qualifications:

Education and Training

- A minimum of a Bachelor's degree in Computer Science, Information Systems; Website Development, Software Engineering or a related field.
- Extensive training and certification in Google Developer Certifications; AWS Certified Developer; Azure Developer Associate; Meta Front-End Developer Professional Certificate; Tosa Web Developer; or Adobe Certified Expert (ACE) will be an asset.

Relevant Professional Experience

- Minimum of seven (7) years' experience designing, developing and maintaining accessible, secure and user-friendly websites.
- Demonstrated experience using Content Management Systems (CMS) and building websites that can be maintained by client institutions after project completion.
- Demonstrated experience building or upgrading data, knowledge or public sector websites that include search, download, analytics, forms, feedback tools or similar functionality. A portfolio of previous website development projects.

Knowledge and Skills

- Solid knowledge of web security, SEO optimisation, accessibility requirements and analytics tools;
- Broad knowledge of current web development technologies and design tools in the field, and web programming languages and programmes including HTML, CSS, JavaScript and CMS platforms (e.g. WordPress, Drupal, etc.);
- Excellent knowledge of recent trends in graphic design, websites, including online video publishing and social media networking;
- Demonstrated ability to create innovative and visually appealing designs;
- Ability to plan and deliver user testing, training and post-launch support arrangements.

National Consultant I - GIS Specialist

The national consultant will be required to process the geocoded CoA, PHC, LFS and SLC-HBS data to ensure quality, accuracy, and compliance with relevant geospatial standards; and produce high-quality maps, visualisations, and spatial reports to support statistical outputs; and work collaboratively with Website Development Expert and designated CSO staff. The consultant should have the following qualifications:

- Minimum of a Master's degree in a relevant field in Data Science, Informatics, Geographic Information System; or related fields;

- Substantial and demonstrated experience developing interactive maps and dashboards using ArcGIS, R shiny applications and related tools and services;
- Proven track record in deploying functional GIS-based dashboard and integrated data systems;
- Demonstrated experience using other prominent visualisation tools (e.g. Survey CTO, Tableau, Power BI, Qlik);
- Experience with good software engineering practices, including unit testing, technical documentation, code encapsulation and version control systems (Git);
- Basic knowledge of *Continuous Integration* principles and tools.

7. Implementation Arrangement

The firm will work under the direct supervision of the CSO Director and in close collaboration with the ODDMP Grenada Project Implementation Unit (PIU). The CSO will provide the necessary institutional support for the performance of the contract, including access to relevant information, materials, documentation, systems and premises, where applicable. The PIU and CSO will also facilitate coordination with relevant stakeholders and other consultants engaged under the ODDMP-Grenada, including the Strategic Communications Consultant/Officer (CSSO), where applicable.

The firm engaged under this TOR will be responsible for strengthening the CSO's strategic, institutional and digital communication functions. This includes the development of the Communication Strategy, Brand Identity and Style Guide, website redevelopment, data communication campaign design, and the capacity-building programme for CSO and MDA staff.

The CSSO will remain responsible for public sensitization, media coordination, stakeholder outreach, and logistical support for CSO communication activities, particularly in relation to the Survey of Living Conditions/Household Budget Survey and the Labour Force Survey. In supporting this assignment, the CSSO will provide CSO-approved messaging, internal feedback and operational context, and will serve as the day-to-day liaison for the firm's in-country activities.

An inception meeting shall be held at the start of the assignment, and periodic review meetings shall be convened to assess progress, risks and next steps. Most of the work by the Key Expert and National Consultant will be undertaken on the ground in Grenada. Where travel is required, the consultant(s) shall submit a proposed timetable for mutual agreement with the ODDMP Grenada PIU, the CSO and relevant consultants on the ground, to ensure stakeholder availability and effective coordination.

8. Reporting

The firm (team of experts) will report to the Director of Statistics and liaise closely with Deputy Project Coordinator and the Permanent Secretary, Ministry of Economic Development, Planning and Cooperatives. At a minimum, the firm shall submit brief monthly progress updates, participate in a monthly progress review meeting, and attend technical review meetings linked to the submission of key deliverables as requested by the CSO and PIU.

9. Inputs to be Provided by the Client

The CSO and PIU will facilitate access, as appropriate, to relevant background documents, existing communication materials, website information, designated focal points, stakeholder contacts, and

timely consolidated feedback on deliverables. Where applicable, the Client will also provide available hosting, domain and related administrative information necessary for the website enhancement activities.

10. Confidentiality, Data Protection and Intellectual Property

All information, data, drafts, systems access details and other materials shared with or generated by the firm under this assignment shall be treated as confidential and shall not be disclosed or used for any purpose other than the performance of the assignment without the prior written approval of the Client. All final outputs, editable files, source files, datasets, design assets, code and related materials produced under the assignment shall become the property of the Government of Grenada upon completion of the assignment and payment for the respective deliverables.

11. Review and Acceptance of Deliverables

The firm shall submit draft deliverables for review by the CSO and PIU and shall revise the deliverables, without additional cost, to address reasonable comments provided by the Client. A deliverable shall be considered accepted only when written approval has been issued by the Client’s authorised representative.

12. Payment schedule

Deliverable	Due date	Payment schedule
Inception Report	Three (3) weeks after signing contract	5%
Diagnostic Reports: 1. Report on the CSO’s Current Communication Practices 2. Website Review Report	Four (4) weeks after approval of the Inception Report	10%
Strategic Communication Frameworks Package: 1. Communication Strategy for Official Statistics (CSOS) 2. Service Delivery Charter 3. CSO Branding Style Guide (BSG)	Six (6) weeks after approval of the Report on the Diagnostic Reports	15%
Campaign and Website Design Package: 1. Campaign Plan for the Career Fair and agreed Official Statistics Observance Event(s) 2. Website Design Specifications Report	Five (5) weeks after approval of the Strategic Communication Framework Package	15%
Website Development and Testing Package: 1. Functioning and Enhanced Website 2. Website Testing Report	Ten (10) weeks after approval of the Website Design Specifications Report	25%

Deliverable	Due date	Payment schedule
Official Statistics Events Reporting Package: <ol style="list-style-type: none"> 1. Official Statistics Observance Event(s) Report 2. Career Fair for Data and Official Statistics Report 	After approval of the Campaign Plan and execution of the agreed event(s) and Career Fair within the contract period	20%
Website Launch, Maintenance, Training and Final Reporting Package: <ol style="list-style-type: none"> 1. Public-facing Website 2. Website Maintenance Guide and Website Service Level Agreement 3. Website Training Feedback Report 4. Final Consultancy Report 	Two (2) weeks after completion, approval and/or launch of the relevant website outputs and submission of the final report	10%

13. Procurement and Selection Method

The consultants will be selected in accordance with the Quality- and Cost-Based Selection (QCBS) method set out in the World Bank's Procurement Regulations for IPF Borrowers Sixth Edition, February 2025, ("Procurement Regulations"). Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. Shortlisted firms will thereafter be invited to submit separate technical and financial proposals, and the contract will be awarded in accordance with the QCBS method and the applicable provisions of the Procurement Regulations. In the assessment of submissions, consideration will be given to technical competence, qualifications and experience including local and regional. Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

14. Application process

A response to the *Request for an Expression of Interest (REOI)* and for information about the application process must be submitted electronically no later than **12th June, 2026**. Shortlisted firms will subsequently be issued the Request for Proposals in accordance with the QCBS procedure.

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